

# General Information

**(A)** Note: Advertising must be inserted within one year of first insertion to earn frequency discount rates. Multiple advertisements in a single issue will count toward the frequency discount. Minimum size is 1/3 page. Otherwise, multiple ads in a single issue count as one insertion. The 6-time rate is earned by using insertions in six or more issues; the 12-time rate by running insertions in 12 consecutive issues.

An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned by increasing frequency during a contract year will apply toward future billing for space. Cancellation not accepted after 25th day of the second month preceding issue date.

**(B)** Not responsible for any errors in key numbers.

**(C)** All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and save the publisher harmless from and against any loss or expense including, without limitation, reasonable attorney's fees, judgements and amounts paid in compromise, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation, claims or suits for libel, unauthorized use of a name, portrait or picture, violation of right of privacy, plagiarism, trademark and copyright infringements.

**(D)** In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally libel for such monies as are due and payable to the publisher.

**(E)** All production charges will be billed to the advertiser at the going rate. Advertiser will also be billed additional production charges for any advertisement produced by Philadelphia Magazine and used in any other publication.