

# Human Events — Advertising Materials and Specifications

## Material Submission

Advertising materials may be sent as follows:

- **By email:** To [adsales@eaglepub.com](mailto:adsales@eaglepub.com) (Please note: Files must be stuffed. In the email's subject line, please include the advertiser's name and *Human Events* issue date.)
- **By FTP:** Site address: <ftp2.eaglepub.com>  
User Name: HEAds  
Password: rsyoa-6bz  
(Please note: Files must be stuffed.)
- **By mail:** send a Mac-formatted Zip or CD to:  
*Human Events*  
Attn: Linda Jenkins  
One Massachusetts Ave, N.W., 6<sup>th</sup> floor  
Washington, DC 20001

## Ad Specs

Recommended DPI:.....200 minimum  
Recommended Line Screen:.....85  
Trim size: ..... 11.75" x 14"  
Live area:.....10.25" x 12.5"  
No bleeds

## Digital Art Requirements

All files must be CMYK (four-color process) or Grayscale (black and white). PMS spot colors, RGB, ICC profiles, or LAB color will not be accepted. Files containing PMS or RGB colors will be returned to the advertiser for correction, or a \$100/hour fee will be charged for color correction. Black text must be created at 100% K, no CMYK builds.

Ads must be bordered and may require the words "Advertisement" at the top. Ads that are received without borders and "Advertisement" on them will have them added by *Human Events*. Changes and edits to ads are the responsibility of the advertisers. New materials should be submitted when changes or edits occur. *Human Events* assumes no financial responsibility for typographical errors in advertisements.

## Material Questions

**Contact:** Linda Jenkins  
202-216-0601 x441  
or [ljenkins@eaglepub.com](mailto:ljenkins@eaglepub.com)

## Ad Dimensions

Double Truck..... 21"W x 12.5"H  
.5" Gutter  
Full page ..... 10.25"W x 12.5"H  
Jr. page ..... 7.625"W x 9.75"H  
Half page horizontal.....10.25"W x 6.125"H  
Half page vertical.....5"W x 12.5"H  
Quarter-page ..... 5"W x 6.125"H

## Classified Ads

Classified display is based on the column inch, which is 2.5" wide. The minimum size requirement is .5" and the maximum is 12".

## Line Classified Ad

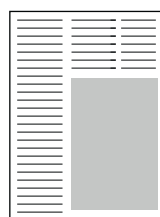
Insertions consistent with the character of *Human Events* will be accepted.

## Acceptable Digital File Formats:

- **QuarkXPress:** (readable up to version 7), Mac: Use Postscripts fonts only; TrueType fonts are not accepted. Include all screen and printer fonts and high-resolution EPS or TIF images with file.
- **PDF file:** PDF files are preferred. Use postscript fonts; all fonts must be embedded in PDF files.



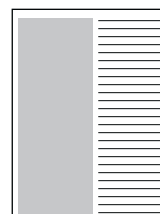
Full Page  
10.25" x 12.5"



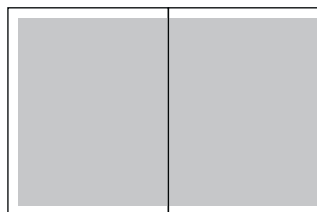
Junior Page  
7.625" x 9.7"



Half Page Horizontal  
10.25" x 6.125"



Half Page Vertical  
5" x 12.5"



Double Truck  
21" x 12.5"  
.5" Gutter



Quarter Page  
5" x 6.125"

# Print Terms & Conditions

## Human Events<sup>®</sup>

The National Conservative Weekly<sup>®</sup>

### A. Conditions

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Human Events* and [www.HumanEvents.com](http://www.HumanEvents.com) unless modified by written agreement signed by an officer of Publisher, and shall supercede any inconsistent statements in such order or contract.

Publisher reserves the right to change the rates and terms herein at any time without notice, provided only that for any contract advertiser the rates herein shall continue to apply for issues published within 90 days of the effective date of such change.

### B. Agency Commission

15% of gross billing allowed to recognized agencies on space, color, bleed, and position, provided account is current within 60 days of invoice date. Commission not allowed on other charges, such as insertion handling, special bindings, or trimming of inserts, reprints, or other mechanical charges.

### C. Advertising Rates

Number of insertions used by the advertiser within 12 months from date of first insertion of contract period determines frequency rate. Full or fractional-page advertisements are charged at the corresponding frequency rate in the 2010 *Human Events* Rate Card. Multiple units of space in one issue are charged at individual unit rates and are counted as individual insertions for the purpose of determining frequency discount. Space is available in a variety of sizes with a quarter of a page the minimum size. Frequency discount is subject to minimum rate-holder requirement of a quarter page.

### D. Cancellation Policy and Short Rate

Ads may not be cancelled after space closing deadline. Ads cancelled after space closed deadline will be billed in full. Advertisers not meeting contracted frequency will be billed for the difference in contracted rate and earned rate.

### E. Advertising Copy Conformity

It is the responsibility of the Advertiser to ensure that ad copy and related materials are provided in the format required by *Human Events* (refer to Advertising Materials and Specifications). Ads and artwork not conforming to *Human Events'* specifications may be rejected or may be modified to conform to *Human Events'* specifications with the advertiser consent. *Human Events* will bill the Advertiser \$100 per hour minimum for any modifications.

### F. Publisher's Protective Clause

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Human Events* and [www.HumanEvents.com](http://www.HumanEvents.com) and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents, and its subcontractors free and harmless from any expenses, damages, and costs (including reasonable attorney fees) resulting in any way from Publisher's compliance with such insertion orders (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement, or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed jointly and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice or to defer or cancel the printing, publication, or circulation of any issue or of the tendered advertising and shall not be liable for any failure to print, publish, or circulate all or any portion of any issue or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges that may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *Human Events* editorial material.

### G. Payment Terms

Invoices are dated as of the issue date and are due and are payable upon receipt in U.S. funds drawn on a U.S. Bank. Publisher looks to the advertising agency placing the insertion order for payment; however, Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to the Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies. New advertisers must pay their first ad in full prior to the first advertisement's running. Publisher has the right to cancel or deny any advertisement due to the account status being unpaid for 90 days or more.