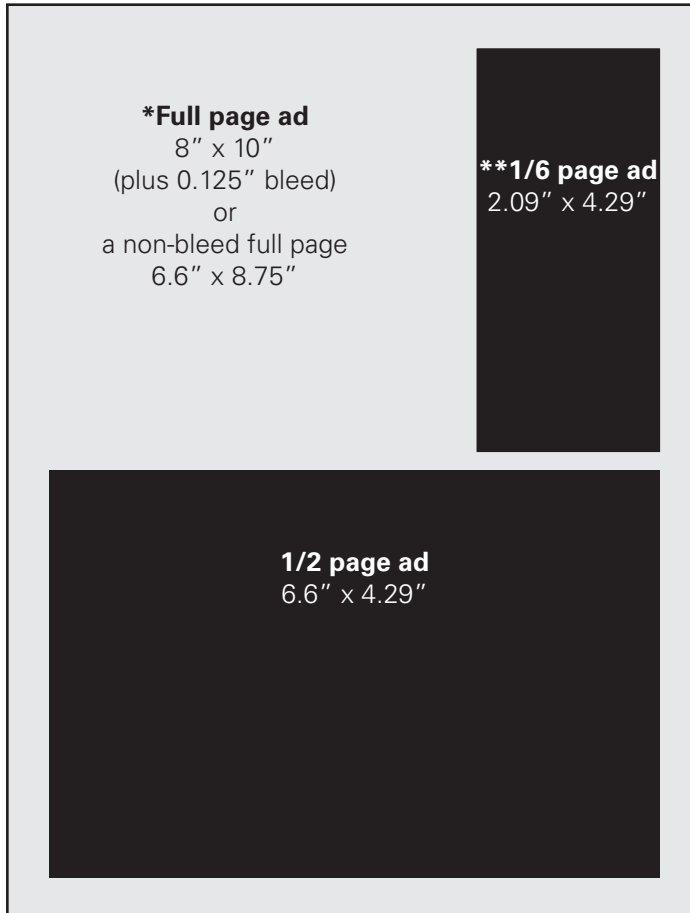


Advertising Dimensions, File Specifications & Terms



Order your ad online at b2btribe.com/main/advertise.

All ads must be submitted in digital format via our online submission system. After you purchase your ad, you'll receive instructions on how to submit your ad file.

Files must be CMYK and Macintosh compatible.

Ads should be submitted as high-resolution, press-ready PDFs. Ads that are not press ready will not be accepted or will incur additional charges to prepare for print.

High-resolution and press-ready means:

- The PDF file and all embedded graphics should be 300 dpi.
- All fonts must be embedded.
- All colors are CMYK/4-color process—no spot colors and no RGB colors. Ads other than CMYK will be rasterized in PhotoShop then reconverted to PDF.

***For full-page bleed ads**, be sure to extend graphics at least 0.125 inches beyond the trim marks on all four sides. Ensure that live copy is at least 0.375 inches inside from trim. The trim size is 8-in. wide by 10-in. tall.

****For one-sixth page ads**, after you order your ad online, you will be presented with the choice to submit a press-ready ad or, if you don't have an advertising agency or art department, to build it through our online form.

Terms & Conditions

TERMS: SPARK Publications places the advertising in b2bTRIBE magazine. All ads are to be paid in full prior to insertion.

PAYMENT POLICY: Advertising in b2bTRIBE magazine is to be paid in full prior to insertion. All payments and ad submissions must be submitted and purchased through b2bTRIBE.com. In the event the magazine doesn't publish, you'll receive a full refund. Cancellations incur a 20 percent processing fee.

AD PLACEMENT: No specific positions are guaranteed. No adjustments, re-insertions, or refunds will be made due to not being able to meet requested positions.

DEADLINES: Advertisers must strictly observe all copy and proof deadlines to ensure publication.

CANCELLATIONS: Cancellations of display ads incur a 20 percent processing fee. Cancellations of b2bSolutions or one-sixth page ads built by SPARK Publications incur 20 percent plus any production time incurred.

PROOFS: All proofs, when submitted, will be for typographical correction only. Proof corrections resulting in changing more than 20 percent of the ad will be charged an additional \$50 per ad per round of changes. Proofs not approved within 24 hours of receipt will be release for publication. A \$50 charge will be incurred when an advertiser makes changes after approving a proof.

ERRORS: If b2bTRIBE magazine errs in an advertisement, its liability shall not exceed the charge for the portion of the ad in which the error occurred.

CAMERA-READY: Press-ready PDF ads must be submitted by the final deadline.

SPARK Publications retains rights, title, and interest to all layouts of advertisements that represent the creative efforts of b2bTRIBE and prohibits unauthorized use in other publications (photographic reproduction or otherwise) of any such ad without written consent.