

## CCI Media, LLC Advertising Terms and Conditions – 2025

The **Woodworking Network** is an umbrella brand of CCI Media, LLC. “Publisher”), an Iowa based entity. All products and media brands produced by Publisher must adhere to the following Terms and Conditions:

### 1. Contract Restrictions & Legal Compliance:

- a. **Content** – All content, including publisher originated as well as contributed or advertiser supplied, is strictly prohibited from containing illegal substance, hate speech, spam, or any unlawful or objectionable material. Publisher shall retain the right to refuse any supplied content which, in its sole discretion, is determined to be objectionable.
- b. **Misleading Information** – In compliance with FTC rules and guidelines, all advertisements must be truthful and accurate in claims and are strictly prohibited from containing misleading information.
- c. **Intellectual Property** – All supplied content must be accompanied by legal rights to the use of images, logos, terminology, etc., so as to not violate or infringe upon any copyright, patent, or trademark.

### 2. Publisher’s Rights & Responsibilities:

- a. **Labeling Content** – Publisher reserves the right to label any supplied ad with the term “Advertisement” which in Publisher’s sole discretion is designed to resemble editorial content.
- b. **Ad Placement** – Publisher does not guarantee specific ad placement unless advertiser pays additional fee for such placement. Publisher will use reasonable efforts to accommodate unpaid placement requests.
- c. **Errors and “Make-goods”** – In the event an error is published in the reproduction of a supplied advertisement, Publisher shall correct the error as soon as is reasonably possible by providing a make-good ad, providing that the advertiser agrees to pay Publisher for the initial ad. Publisher’s liability shall be limited to reproduction of a corrected ad.

### 3. Advertiser Responsibilities and Obligations:

- a. **Warranty** – Advertiser must guarantee to Publisher that supplied content meets and complies with applicable laws and regulations, including but not limited to those governing truth in advertising and financial promotions.
- b. **Disclosure** – Advertiser agrees to disclose to Publisher all necessary information to ensure proper and correct fulfillment of the advertisement.
- c. **Confidentiality** – Advertisers are prohibited from disclosing confidential information including but not limited to pricing information, terms, and conditions negotiated with Publisher for placement of advertisements.
- d. **Intellectual Property Rights** - Advertiser represents and warrants that advertiser has secured all rights to submitted content including text, images, and artwork (whether created manually, with AI tools, or otherwise). Woodworking Network assumes no liability for copyright, trademark, or

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other intellectual property disputes arising from publication of submitted materials.

**4. Invoicing & Payments:**

- a. Publisher adheres to GAAP accounting principles. All print, digital, and data products are billed to clients upon publication.
  - i. Printed and digital magazine products are invoiced upon delivery.
  - ii. All other digital media products are billed on the last day of the month in which the product is delivered.
  - iii. Live Event products are invoiced according to event payment schedules (see event contracts).
- b. All payments are due upon receipt of invoice.