

## PMMI Media Group Billing and Cancellation Policy

Once an order is placed it is a contract between PMMI Media Group and the advertiser, with some flexibility built in for cancellations. This new policy outlines the billing and cancellation commitments an advertiser makes when contracting for advertising from PMMI Media Group.

Cancellation period varies by type of ad placement:

<b>Media Type</b>	<b>Cancellation Window</b>
Print	<p>There are no cancellations on print after the sales close date for that issue.</p> <p>For special print products (Bellybands, Inserts, Gatefold, French Gates, etc...) customer will be responsible for costs incurred by the publisher that are associated with the pre-ordered paper for that product if cancelling less than 3 months prior to ad close date for that issue.</p>
E-mail newsletters and e-blasts	<p>If an email deployment needs to be cancelled, it must be done 30 days prior to the send date to avoid being billed for the deployment.</p> <p>Email deployment dates may be moved one time at the request of the customer. Customer must provide a new date for the deployment 14 business days after requesting the send be moved. Customer will be billed on second deployment date.</p>
Online display (banners)	<p>May be canceled up to 4 weeks prior to the scheduled start date. If materials are received late, we will do our best to fulfill impressions within the calendar year, however campaigns will not be rolled over into the next.</p>

Facebook & LinkedIn	<p>Non-Show placements Customer may be eligible for a one-time date change or cancellation up to 30-days prior to their scheduled deployment date. Within 30-days of their scheduled deployment date, Customer may rebook at a 10% fee to the future date.</p> <p>Show placements Customer may be eligible for a one-time date change up to 45-days prior to the premium show period. Within 45-days of the premium show period, Customer may rebook at a 15% fee to the future date.</p>
Targeted covers	90 days prior to the first day of the issue month.
Custom media	No cancellations permitted.
Leaders Program	Leaders digital profile is a free listing if you fulfill the requirements of the program. If you do not fulfill those requirements, you will still be responsible for the full cost of the Leaders program.
Webinars	Webinar programs are non-cancellable. Customer may be eligible for a one-time date change up to 45 days prior to the webinar date. Within 45-days of the webinar date, customer may rebook and apply 50% of the fee to the future date.

PMMI Media Group will make every effort to obtain materials from the advertiser well in advance of when the ad is scheduled to run. Advertisers must understand in some cases rescheduling a send will not be possible due to inventory constraints. In such cases, advertisers may choose to reallocate funds to a different ad product - time and inventory permitting - so long as it is within the contract year.

**Once the cancellation deadline has passed, PMMI Media Group will bill advertisers for all ads and sponsorships purchased at the originally scheduled deployment time regardless of whether a later deployment date was chosen or even if the ad never deployed due to materials never being supplied by the advertiser.** Media plans billed on an installment basis will continue to be billed even if ads never end up deploying due to materials not being supplied by the advertiser.

*PMMI Media Group is not obligated to run rescheduled or delayed ads outside the contract period if the advertiser is unable to provide ad materials in time to run the ad within the media plan's contract period.*