

The New York Times
Magazine Color Production

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MATERIAL EXTENSION DISCLAIMER NOTICE

Please note all Magazine material extensions beyond the published advertising material close, must be pre-approved by one of the following people:

- | | |
|---------------------|--------------|
| 1. Chris Roda | 717-293-2459 |
| 2. Scott Mitnick | 212-556-7295 |
| 3. Tom Gillespie | 212-556-7405 |
| 4. Ric Lyttle | 717-293-2397 |
| 5. Dottie Swinehart | 717-293-2397 |
| 6. Marilyn McCauley | 212-556-1788 |

The importance of the color ad inspection process:

Time is built in to the advertising cycle for a complete inspection of the supplied ad material and contract level color guidance. If necessary, The Times will communicate back to the Advertiser any issues and/or color concerns associated with the supplied material and color guidance.

Any material extension removes the lead-time, leaving The Times with the ability to **ONLY** perform a mechanical check and Pre-flight the material upon arrival. If a mechanical or Pre-flight problem exists, the schedule would only allow for replacement materials to be transmitted electronically that same day. Schedule constraints preclude The Times from accepting liability for color reproduction.

Thank you,
The New York Times Magazine Production Staff