

# Lind Media Company

## Behind the Scenes

### Production

If Lind Media is producing your billboards, all artwork, including print-ready logos, photos, design instructions and finished billboard designs, is due by the dates listed:

Month Posting	Art Due	Approval Due	Materials Due	Month Posting	Art Due	Approval Due	Materials Due
Jan 12	11/28	12/9	12/23	July 12	5/25	6/11	6/25
Feb 12	12/28	1/11	1/25	Aug 12	6/26	7/11	7/25
Mar 12	1/27	2/10	2/24	Sept 12	7/27	8/10	8/24
Apr 12	2/24	3/9	3/23	Oct 12	8/28	9/11	9/25
May 12	3/28	4/11	4/25	Nov 12	9/27	10/11	10/25
June 12	4/27	5/11	5/25	Dec 12	10/26	11/9	11/23

**Proof Turnaround:** If finished artwork is provided, the proof will be returned for approval in 2 business days. If Lind Outdoor is developing creative or campaign ideas, please allow additional time for the Creative Team to work.

**Rush Jobs:** Any artwork, approval or materials received after the above due dates will be subject to a rush charge of \$50 per board.

Please be aware that if you vary from the above requirements, Lind Outdoor is not responsible for lost exposure time as a result of delays caused by reprinting posters. The client will be responsible for the cost of any replacement posters, which will be significantly higher per poster than the cost per poster at the time of the original order.

### Posting Department

All production will be posted during the first half of the month, weather permitting. Materials arriving by the scheduled post date, will post according to the schedule. Materials arriving after the scheduled post date will be rescheduled for a later date and a mid-month posting fee will be charged.

### Billing Department

Invoices for advertising are issued on the 1<sup>st</sup> of each month, with terms of Net 30 days. Invoices for production are issued immediately following the completion of all production, with terms of Net 10 days. A statement of account is issued on the 1<sup>st</sup> of each month and mailed with the advertising invoice. Finance charges on any unpaid balance are added to the statement at that time.