

DOOR+ACCESS

The Newsmagazine of the Door & Access Systems Industry

systems

ADVERTISING KIT



2024!

www.DoorandAccessSystems.com

More Readers • **Better** Readership • **Best** CPM

Ownership/Mission

Door + Access Systems Newsmagazine is a quarterly, non-subscription periodical published by the Door & Access Systems Manufacturers Association (DASMA), the association of companies engaged in the manufacture of commercial and residential garage doors, rolling doors, high performance doors, door and gate operators, remote controls, and related products. The magazine's purpose is to increase the level of knowledge and professionalism within this industry by providing timely news and feature stories.

Circulation

The magazine is mailed to approximately 20,000 professionals in this industry. More than 90% of our readers are dealers who sell, service, and install door and access systems products. These dealers are located in all 50 U.S. states and throughout Canada.

Editorial Content

Door + Access Systems welcomes press releases and photos of product, personnel, and company news for our industry. See our Press Release Guidelines at www.dasma.com/press-release-guidelines/.

Our editorial content includes the latest news, trends, and tips related to the door and access systems industry. We welcome your editorial ideas and articles. We will pay \$250 for every full-page article submitted by a member of the door and access systems industry (after it is published).

Ad Production

Art materials are accepted as a print-ready pdf or InDesign files. Ad production requested by advertiser will be billed at cost. Macintosh files are preferred. Digital files may be uploaded directly to the printer's FTP site at <https://spaces.hightail.com/uplink/AGSCG> to the attention of Mike Maria. Another option is to email a print-ready, high-resolution pdf (300 dpi or greater) to the advertising manager at ann@cunninghambaron.com.

Note: Unless new ad material is provided by our deadline, your ad will be picked up from the latest issue of Door + Access Systems.

Advertising Content

No advertisement that contains price information will be accepted. The editor and publisher reserve the right to reject any advertising material that does not uphold the dignity of this professional journal or the industry it represents. Advertising that simulates editorial content must carry the word "Advertisement" in 8 pt. or larger type.

Trim Size and Bleed

Magazine trim size is 8-1/2" x 11", perfect bound. Bleed size is 8-3/4" x 11-1/4". Live matter not intended to bleed off trimmed page should be confined to 1/8" from trimmed edge. Bleeds allow 1/8" excess on all sides. Bleeds are free.



Inserts

Inserts are available only to DASMA members and are accepted in 2-page multiples at the following rates.

2-Page Insert

You Print..... \$3,600

We Print..... \$5,200

4-Page Insert

You Print..... \$4,200

We Print..... \$6,900

6-Page Insert

You Print..... \$4,970

We Print..... \$8,750

8-Page Insert

You Print..... \$5,830

We Print..... \$10,800

You Print Option: You print your own insert and provide 20,000 inserts to our printer. The magazine and your insert is mailed in a 9" x 12" booklet envelope.

We Print Option: You supply print-ready art for your insert (each page is 8-1/2" x 11"). Our printer prints the insert on 70# Gloss

White Text stock and includes it in our mailed magazine. Any additional costs for perforation, special inks, die cutting, or other production services are paid by the advertiser.

Both Options: Art, content, stock, and size must be approved by DASMA in advance.

Guaranteed Placement and Positioning

Requests for positions (e.g., "far forward," "right-hand page," etc.) are honored when available. Guaranteed positions can be purchased at earned rates plus 15%.

Premium Advertisements

Inside front cover, inside back cover, back cover, page one, page two, page seven, and the first ad placed in the cover story are available as premium pages on a four-insertion basis. Reservations must be received by Dec. 30 for advertisements published in the following year. Premium positions are selected by lottery in early January, 2024. (Contact us for other lottery details.) All premium positions must be four-color ads. Back cover advertisements are 15% more than other premium positions,

and they must change content after four consecutive issues. If any premium position is not filled by the lottery, the magazine may sell that position to any DASMA member.

Rates/Colors

Rates (see next page) are non-commis-sionable. DASMA reserves the right to change advertising rates upon 60 days' notice.

Qualifying Advertisements and Discounts

Eligibility: Advertising in the magazine is a benefit of being a DASMA member. If you are not a DASMA member, you may advertise only if (1) you are not eligible to be a member, or (2) you are eligible to be an Associate member. **Discounts:** DASMA members receive discounted advertising rates; these rates also apply for non-members who are not eligible for DASMA membership.

Interest rate effect

A major factor affecting profits is a major factor for the Federal Reserve's rate of interest rates. When rates rise, the cost of borrowing increases, and access to credit becomes more difficult. This can lead to a decrease in demand for new construction (and their net revenues) are negatively affected.

The purpose of increasing interest rates is to drive down demand. "said Palkin. "Too many of our companies have lines of credit that are being used to finance their operations. They are taking a hit to the bottom line as companies decide whether to utilize those lines of credit to support their cash flow and investments."

Lingering supply disruptions

While supply chain problems have improved, they haven't been the significant resolution we had hoped for," said Palkin. "Random shortages in materials and deliveries are still plaguing our members, and that is leading to a backlog of orders. Companies just can't get materials or parts."

The Russia-Ukraine war has worsened the situation, noted Palkin. "The war has created a supply crunch and a disruption in raw materials from the economy to exacerbate supply chain issues." Companies are responding by expanding their sourcing from countries other than China.

Forecast Snapshot

Most important variables affecting business confidence

- Inflation. Bumps up retailers' nominal sales but also undermines consumer confidence and spending.
- Worker scarcity. Owners are having to pay a lot to get employees, and turnover is high.
- The post-pandemic shift. People are spending more on travel, hotels, and restaurants, and less on goods.
- Rising interest rates. Higher rates is another dominant in shopper activity.
- Recession risk. There's a lot of talk about the high probability that the Federal Reserve won't get this right. A recession is never not for retailers.

Housing headwinds

New home buyers tend to shop, and that sector is also entering a period of correction. "The underlying dynamics of the housing market are changing as lower affordability spurred by higher prices and mortgage rates is weighing on demand," said Yates.

The rise in home prices is discouraging consumers from signing on the bottom line. Median prices for existing single-family homes are expected to increase 11.5% when 2022 figures are finally tallied. That comes off a strong 16% increase in 2021.

2023 should bring some relief, as house prices are expected to decline by 2.6%. While affordability has sunk to its lowest level since late 2007, the 30-year fixed mortgage rate is nearing its highest level in over a decade, leading to a decline in purchase applications. A decline in new housing starts can only lead to a drop off in garage door sales.

Housing starts and garage door sales

Right housing inventory is only adding to upward pricing pressure. The inventory of for sale homes remains historically low, and new prices will be scarce. "We expect housing starts to fall by 10% and 2% in 2022 and 2023, respectively," said Yates. "Capacities tend to have delayed housing completions and contributed to a record number of housing units in the pipeline."

There's only so much the industry can do to bolster housing supply — one big reason being the aforementioned labor shortage. "The unemployment rate for experienced construction workers is about as low as it's ever been," said Yates. "Capacity tends to have delayed housing completions and contributed to a record number of housing units in the pipeline."

Heads or tails?

"We are faced with a kind of two-sided coin," said Palkin. "The positive side represents strong current orders and a continuing need for more workers, while the negative side represents inflationary pressures and global headwinds."

Which side of the coin will show its face in 2023? Economists advise to keep an eye on the inflation rate, employment trends, and consumer spending. Bates said, "Inflation is the driver of near and medium-term economic outlooks." The second vital element is the employment picture. "Employers should watch for any emerging weakness in the labor market."

Finally, what about consumers? "Any softening of spending would point to a looming recession."

THE ECONOMY TAKES A BREATH

U.S. Gross Domestic Product (GDP) annual change (by percentage)

Year	Change (%)
2014	2.3%
2015	2.7%
2016	1.7%
2017	2.2%
2018	2.9%
2019	2.3%
2020	-3.4%
2021	5.9%
2022	1.7%
2023	0.7%

Economists expect growth to slow in 2023. Sources: World Bank, Moody's Analytics.

Will we have a recession?

Phil Perry's article suggests an economic slowdown as the likeliest scenario for 2023. Are the chances of a recession or an actual decline in business activity?

While Moody's Analytics sets the odds at 50-50, avoiding a recession will require a lot of things going right. "The U.S. economy will enter 2023 being vulnerable as anything that might go wrong," Bernard Varos Jr. of Moody's Analytics. Risks such as a resurgence of the pandemic, worsening of the Russia-Ukraine war, and another energy supply shock would be pocketbooks.

Avoiding a recession will also depend on a couple of things going right, added Palkin. "We will need to cool down at a pace that softens wage inc

HEAD LINES

DOORKING CELEBRATES 75 YEARS IN THE INDUSTRY

As Doorking, one of the leading gate operator and access control manufacturers in the industry, embarks on its 75th anniversary year, we thought it was a perfect time to learn more about the company's fascinating origin and history.

BY VICKI JONES, EDITOR

1. Can you tell us how Doorking was formed?

As the story goes, the founder of Doorking, M.K. "Rich" Richmond, served in the South Pacific during World War II. On his way home, he stopped in Los Angeles and liked the area. After being discharged in 1946, Rich was in Seattle discussing postwar plans with friends. Someone mentioned that electronic garage door openers were becoming popular, and that L.A. might be a good market for them.

Remembering how much he liked the area, Rich decided to move to L.A., where he began working for George Varum automating bank vault doors. But this didn't last long. Rich wanted to start his own business. Recalling the discussion in Seattle, he took his experience working for Varum and decided to go into the garage door opener business.

Working out of a garage that was converted to an assembly line, the first door openers were built in 1947. Rich officially started Doorking in 1948 and began building and installing garage door openers.

At the time, garage door openers were expensive and only wealthy people could afford them. The business was good and Doorking continued its growth for the next 20+ years.

2. When did Doorking start manufacturing its own gate operators?

The ornamental iron, fence, gate, and garage door businesses were doing well. There were just a couple of small companies building gate operators at the time, and they were expensive. Rather than purchase other companies' gate operators for his fence and gate business, Rich decided to build his own gate operators. The first Doorking swing gate operators, Models 480 and 600, were built in 1971. The operators had a cast aluminum housing and were similar in appearance to Varum and Customline gate operators.

3. When did you start working for your father?

I started working in the family business in the mid-1970s installing gate operators and access controls for the fence and gate side of the installation business. I realized early on that the garage door opener business was becoming very competitive and that the profit margins were shrinking.

On the other hand, the fencing and gate automation

4. How did Doorking become such a key player in the access control side of the industry?

The installation business was going great and access control became an important part of that business. We were using Trigon and Entryguard telephone entry systems at the time. Then, we decided to design and build our own telephone entry system rather than purchase them from other manufacturers.

We purchased them from our first telephone entry system, the Model 1801. In 1983, we also started to make our own keypads. The access control product line has continued to grow since then.

5. Doorking started off in the installation business. When did the company transition into strictly manufacturing and why?

As the company grew, we wanted to put more emphasis on manufacturing our products to other installation companies. We hired a sales manager and a marketing manager to focus on this part of the business, which was growing at a rapid rate.

In 1995, we decided to change the company's business model from that of a manufacturer and installer to only manufacturing. We already had a strong following of distributors and dealers, and it was a natural progression if we wanted the company to continue its growth.

We had several long-time employees who worked in the installation division, and rather than selling off that part of the company, the assets of that division were simply given to them. They continue to operate their company to this day.

6. How has maintaining the same Inglewood, California location for 75 years helped and/or hindered the progress of the company?

Well, we really haven't been in the same location for 75 years! When the garage door opener business started to gain momentum, a building was purchased on Sawtelle Blvd. in Los Angeles. The company moved to larger facilities on W. Hyde Park Blvd. in Inglewood in the late 1970s.

Advertising Space Requirements

Two-Page Spread	Full Page Premium	Full Page Standard	Partial Page Vertical		Partial Page Horizontal	Island Half Page
17½" wide x 11¼" high (bleed) 17" wide x 10" high	Inside Front Cover Inside Back Cover Back Cover 8¾" x 11¼" (bleed) 7½" x 10"	7½" x 10" (non-bleed) 8¾" x 11¼" (bleed) Trimming to 8½" x 11"	Two Thirds 4⅞" x 10"	One Third 2⅝" x 10"	Half Page 7½" x 5" One Third 7½" x 3¼"	Island Half Page 4½" x 7½"

Advertising Space Rates

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	\$4,000	\$3,540	\$5,670	\$5,020	\$4,550	\$4,430	\$4,320
Member Rate	\$2,300	\$2,020	\$3,240	\$2,860	\$2,590	\$2,520	\$2,460
2-page Spread	\$8,800	\$7,900	\$12,500	\$11,340	\$10,100	\$9,880	\$9,670
Member Rate	\$5,020	\$4,500	\$7,130	\$6,420	\$5,780	\$5,640	\$5,500
Premium - Back Cover	N/A	N/A	N/A	\$7,590	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$4,350	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$6,590	N/A	N/A	N/A
Member Rate	N/A	N/A	N/A	\$3,780	N/A	N/A	N/A
2/3-page Vertical	\$3,780	\$3,350	\$5,400	\$4,780	\$4,320	\$4,200	\$4,050
Member Rate	\$2,160	\$1,900	\$3,080	\$2,730	\$2,460	\$2,400	\$2,320
1/2-page Island	\$3,670	\$3,240	\$5,180	\$4,620	\$4,160	\$4,050	\$3,920
Member Rate	\$2,100	\$1,860	\$2,970	\$2,650	\$2,380	\$2,320	\$2,240
1/2-page Horizontal	\$3,160	\$2,750	\$4,480	\$3,920	\$3,510	\$3,450	\$3,350
Member Rate	\$1,800	\$1,560	\$2,570	\$2,220	\$2,000	\$1,970	\$1,920
1/2-page Vertical	\$3,160	\$2,750	\$2,280	\$3,920	\$3,510	\$3,450	\$3,350
Member Rate	\$1,800	\$1,560	\$2,570	\$2,220	\$2,000	\$1,970	\$1,920
1/3-page Horizontal	\$2,700	\$2,380	\$3,830	\$3,350	\$3,020	\$2,970	\$2,920
Member Rate	\$1,550	\$1,350	\$2,190	\$1,920	\$1,730	\$1,700	\$1,670
1/3-page Vertical	\$2,700	\$2,380	\$3,830	\$3,350	\$3,020	\$2,970	\$2,920
Member Rate	\$1,550	\$1,350	\$2,190	\$1,920	\$1,730	\$1,700	\$1,670

1. The 4x rate applies to advertisers that purchase 4 or 5 ads in a calendar year. (For 2-color ads, 4x applies to 4 ads or more.)
2. The 6x rate applies to advertisers that purchase 6 or 7 ads in a calendar year.
3. The 8x rate applies to advertisers that purchase 8-11 ads in a calendar year.
4. The 12x rate applies to advertisers that purchase 12-15 ads in a calendar year.

2024 Dates and Deadlines

Issue	Material Deadline	Mailing Date
Spring	Feb. 15	Mar. 28
Summer	May 1	June 12
Fall	Aug. 15	Sept. 26
Winter	Nov. 15	Jan. 7

Contact Information

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dasma@dasma.com

2024 Editorial Calendar, Deadlines, Contacts

	Spring '24	Summer '24	Fall '24	Winter '24
Due Date for Space Reservations	Feb. 15, 2024	May 1, 2024	Aug. 15, 2024	Nov. 15, 2024
Last Day to Submit Ad Material and Press Releases	Feb. 15, 2024	May 1, 2024	Aug. 15, 2024	Nov. 15, 2024
Issue Date	Mar. 28, 2024	June 12, 2024	Sept. 26, 2024	Jan. 7, 2025
Editorial Emphasis*	Pre-EXPO	EXPO Recap	Safety	Management
	Management	Garage Door Safety	Marketing	Case Studies
	New Products	Trends	Hot Issues	Legal

* Since Door + Access Systems is a newsmagazine, the topics of editorial emphasis may change without notice. This allows the magazine to focus on late-breaking topics of interest to our readers. The issue date of each publication is an estimation and may change.

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	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	\$2,300	\$2,020	\$3,240	\$2,860	\$2,590	\$2,520	\$2,460
2-page Spread	\$5,020	\$4,500	\$7,130	\$6,420	\$5,780	\$5,640	\$5,500
Premium - Back Cover	N/A	N/A	N/A	\$4,350	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$3,780	N/A	N/A	N/A
2/3-page Vertical	\$2,160	\$1,900	\$3,080	\$2,730	\$2,460	\$2,400	\$2,320
1/2-page Island	\$2,100	\$1,860	\$2,970	\$2,650	\$2,380	\$2,320	\$2,240
1/2-page Horizontal	\$1,800	\$1,560	\$2,570	\$2,220	\$2,000	\$1,970	\$1,920
1/2-page Vertical	\$1,800	\$1,560	\$2,570	\$2,220	\$2,000	\$1,970	\$1,920
1/3-page Horizontal	\$1,550	\$1,350	\$2,190	\$1,920	\$1,730	\$1,700	\$1,670
1/3-page Vertical	\$1,550	\$1,350	\$2,190	\$1,920	\$1,730	\$1,700	\$1,670

4-Color Insert Rates		
	You Print	We Print
2-Page Insert	\$3,600	\$5,200
4-Page Insert	\$4,200	\$6,900
6-Page Insert	\$4,970	\$8,750
8-Page Insert	\$5,830	\$10,800

(See media kit for details.)

This agreement authorizes **DOOR + ACCESS SYSTEMS** to print a _____ [submit a size—see chart above]
advertisement in the following issues for 2024: ☐ Spring ☐ Summer ☐ Fall ☐ Winter. [check all that apply]

_____ [your company] agrees to pay

\$ _____ per insertion [submit a rate—see chart].

(Note: If you fill in the incorrect amount, you will be billed the correct rate.)

☐ Check here if you wish this contract to renew each year automatically at the rates in effect for subsequent years.

- All advertisers must abide by the specifications and terms listed on the current **DOOR + ACCESS SYSTEMS** rate card.
- The publisher must have on file a signed contract from the advertiser prior to publication.
- Payment for advertising must be received within 30 days of date of invoice. Late payments will be charged a penalty of two percent (2%) per month or fraction thereof, in addition to any collection charges.
- Digital advertising material must be provided to **DOOR + ACCESS SYSTEMS** prior to deadline.
- If **DOOR + ACCESS SYSTEMS** provides any production or changes in artwork at the request of the advertiser, charges for same will be billed to the advertiser.
- Unearned frequency charges will be charged back to the advertiser.
- The publisher reserves the right to approve all advertisements; however, the publisher does not assume any responsibility for advertisement content.
- The additional terms and conditions set forth on the attached Liability page are incorporated herein by reference.

Advertiser _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Date submitted _____ Authorized by _____

☐ Bill our company at the above address. ☐ Bill our ad agency at the following address:

Ad Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Ad Sizes	1- & 2-Color Rates		4-Color Rates				
	1x rate	4x rate	1x rate	4x rate	6x rate	8x rate	12x rate
Full Page Standard	\$4,000	\$3,540	\$5,670	\$5,020	\$4,550	\$4,430	\$4,320
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Premium - Back Cover	N/A	N/A	N/A	\$7,590	N/A	N/A	N/A
Inside Front/Back Cover	N/A	N/A	N/A	\$6,590	N/A	N/A	N/A
2/3-page Vertical	\$3,780	\$3,350	\$5,400	\$4,780	\$4,320	\$4,200	\$4,050
1/2-page Island	\$3,670	\$3,240	\$5,180	\$4,620	\$4,160	\$4,050	\$3,920
1/2-page Horizontal	\$3,160	\$2,750	\$4,480	\$3,920	\$3,510	\$3,450	\$3,350
1/2-page Vertical	\$3,160	\$2,750	\$4,480	\$3,920	\$3,510	\$3,450	\$3,350
1/3-page Horizontal	\$2,700	\$2,380	\$3,830	\$3,350	\$3,020	\$2,970	\$2,920
1/3-page Vertical	\$2,700	\$2,380	\$3,830	\$3,350	\$3,020	\$2,970	\$2,920

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- The additional terms and conditions set forth on the attached Liability page are incorporated herein by reference.

Advertiser _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Date submitted _____ Authorized by _____

☐ Bill our company at the above address. ☐ Bill our ad agency at the following address:

Ad Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

LIABILITY

The publisher reserves the right to refuse copy deemed inappropriate to the policies and standards of the Door & Access Systems Manufacturers Association, International (DASMA).

The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher.

The advertiser and agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter), or the unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof, but this right does not imply that publisher has reviewed or assumes any responsibility for advertisement content, and publisher does not assume any such responsibility. This right, and the above indemnity, shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

The publisher reserves the right to cancel this contract at any time upon default by the advertiser and/or its agency in the payment of bills or in the event of any other substantial breach of this contract. Upon such cancellation, charges for all advertising published and all other charges payable under this contract shall become immediately due and payable by the advertiser and its agency upon rendition of bills therefor.

If the advertiser and/or its agency defaults in the payment of bills, or if in the judgment of the publisher its credit becomes impaired, the publisher shall have the right to require payment for further advertising under this contract upon such terms as the publisher may see fit.

If the publisher is unable to set any advertisement in the type or style requested, it may set such advertisement in such other type or style as in the publisher's opinion most nearly corresponds thereto, and the advertisement may be inserted without submission or proof.

Where cuts, electrotypes, or material furnished by the advertiser or its agency occupy more space than specified in the contract or insertion order, the publisher should immediately communicate with the advertiser or its agency for definite instructions. If the publisher is unable to secure definite instructions, the advertisement shall be omitted.

Failure by the publisher to insert an advertisement in any particular issue or issues invalidates the order for insertion in the missed issue, but shall not constitute a breach of contract.

Unless otherwise stipulated, the publisher shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been taken, and also to limit the amount of space an advertiser may use in any one issue.

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof.