

10/01/2011 Retailer Programming Only Print Disclaimers

Determine the size of your ad

Measure the height and width of your ad. The number of square inches determines the category of disclaimer required.

You can verify which size category to use with either of the below two methods:

- **Square Inches Category List**
- **Size Category Chart**

Square Inches Category List:

S = less than 10 square inches

M = 10 to 42 square inches

L = larger than 42 square inches

Size Category Chart:

Inches	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	S	S	S	S	S	S	S	S	S	M	M	M	M	M
2	S	S	S	S	M	M	M	M	M	M	M	M	M	M
3	S	S	S	M	M	M	M	M	M	M	M	M	M	M
4	S	S	M	M	M	M	M	M	M	M	L	L	L	L
5	S	M	M	M	M	M	M	M	L	L	L	L	L	L
6	S	M	M	M	M	M	M	L	L	L	L	L	L	L
7	S	M	M	M	M	M	L	L	L	L	L	L	L	L
8	S	M	M	M	M	L	L	L	L	L	L	L	L	L
9	S	M	M	M	L	L	L	L	L	L	L	L	L	L
10	M	M	M	M	L	L	L	L	L	L	L	L	L	L
11	M	M	M	L	L	L	L	L	L	L	L	L	L	L
12	M	M	M	L	L	L	L	L	L	L	L	L	L	L

Important Note: Other ad content may require additional disclaimers (e.g. inclusion of an iPhone reference with Remote Access).

PROGRAMMING ONLY (NO OFFER)

Programming Only Disclaimer - Large

All prices, packages and programming subject to change without notice. Local and state sales taxes may apply. Programming is available for single-family dwellings located in the continental United States. All DISH Network programming, and any other services that are provided, are subject to the terms and conditions of the promotional agreement and Residential Customer Agreement, which is available upon request. Hardware and programming sold separately. Customer must subscribe to minimum programming. All services marks and trademarks belong to their respective owners.

Programming Only Disclaimer - Medium

All prices, packages and programming subject to change without notice. All DISH Network programming, and any other services that are provided, are subject to the terms and conditions of the promotional agreement and Residential Customer Agreement, which is available upon request. Hardware and programming sold separately.

Programming Only Disclaimer - Small

Restrictions apply. Call for details.

Programming Only Disclaimer - Signs, Posters, Billboards

Restrictions apply. Call for details.

Programming Only Disclaimer - Web Banners

No disclaimer required; can use small if space allows.