

10/01/2011 Retailer With Agreement 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).

DHA24 PLAN

DHA24 Disclaimer - Large

Digital Home Advantage plan requires 24-month agreement and credit qualification. Cancellation fee of \$17.50/month remaining applies if service is terminated before end of agreement. After 12 months of programming credits, then-current price will apply. \$10/mo HD add-on fee waived for life of current account; requires 24-month agreement, continuous enrollment in AutoPay with Paperless Billing. 3-month premium movie offer value is \$99; after 3 months then-current price applies unless you downgrade. Free Standard Professional Installation only. All equipment is leased and must be returned to DISH Network upon cancellation or unreturned equipment fees apply. Limit 6 leased tuners per account; upfront and monthly fees may apply based on type and number of receivers. HD programming requires HD television. Prices, packages, programming and offers subject to change without notice. Offer available for new and qualified former customers, and subject to terms of applicable Promotional and Residential Customer agreements. Additional restrictions may apply. Offer ends 1/31/12. HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. STARZ and related channels and service marks are property of Starz Entertainment, LLC.

If no mention of 12-month promotional pricing or if using "Prices valid for first 12 months." in body

Delete:

- After 12 months of programming credits, then-current price will apply.

If no mention of Free HD

Delete:

- \$10/mo HD add-on fee waived for life of current account; requires 24-month agreement, continuous enrollment in AutoPay with Paperless Billing.

If no mention of Premium Movie offer

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- 3-month premium movie offer value is \$99; after 3 months then-current price applies unless you downgrade.
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If no mention of "Free Standard Professional Installation" or "Free Installation"

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- Free Standard Professional Installation only.

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If no mention of HD

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- HD programming requires HD television.

DHA24 Disclaimer - Medium

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DHA24 Disclaimer - Small

Offer ends 1/31/12. Restrictions apply. Call for details.

DHA24 Disclaimer - Signs, Posters, Billboards

Restrictions apply. Ask for details.

DHA24 Disclaimer - Web Banners

No disclaimer required; can use small if space allows.

FLEX24 PLAN

Flex24 Disclaimer - Large

Flex24 plan requires 24-month agreement, credit qualification and \$99 activation fee. Cancellation fee of \$17.50/month remaining applies if service is terminated before end of agreement. After 12 months of programming credits, then-current price will apply. \$10/mo HD add-on fee waived for life of current account; requires 24-month agreement, continuous enrollment in AutoPay with Paperless Billing. 3-month premium movie offer value is \$99; after 3 months then-current price applies unless you downgrade. Free Standard Professional Installation only. All equipment is leased and must be returned to DISH Network upon cancellation or unreturned equipment fees will apply. Limit 6 leased tuners per account; upfront and monthly receiver fees may apply based on type and number of receivers. HD programming requires HD television. Prices, packages, programming and offers subject to change without notice. All charges, including monthly programming, pay-per-view (prior to event) and equipment upgrades, must be paid in advance; failure to pay by due date will lead to service disconnection within 24 hours. Offer available for new and qualified former customers, and subject to terms of applicable Promotional and Residential Customer agreements. Additional restrictions may apply. Offer ends 1/31/12. HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. STARZ and related channels and service marks are property of Starz Entertainment, LLC.

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FLEX PLAN with Free HD agreement

Flex with Free HD agreement Disclaimer - Large

Flex plan requires minimum programming and \$99 activation fee. \$10/mo HD add-on fee waived for life of current account; requires 24-month agreement, continuous enrollment in AutoPay with Paperless Billing. Cancellation fee of \$10/month remaining applies if service is terminated before end of agreement. 3-month premium movie offer value is \$99; after 3 months then-current price applies unless you downgrade. Free Standard Professional Installation only. Requires receiver purchase; monthly fees may apply based on number and type of receivers. HD programming requires HD television. Prices, packages, programming and offers subject to change without notice. All charges, including monthly programming, pay-per-view and equipment upgrades, must be paid in advance; failure to pay by due date will lead to service disconnection within 24 hours. Offer available for new and qualified former customers, and subject to terms of applicable Promotional and Residential Customer agreements. Additional restrictions may apply. Offer ends 1/31/12. HBO®, Cinemax® and related channels and service marks are the property of Home Box Office, Inc. STARZ and related channels and service marks are property of Starz Entertainment, LLC.

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