

## 10/01/2011 Retailer No 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).

**DHA PLAN with Free HD \$99 Upgrade fee**

**DHA Free HD \$99 Upgrade fee Disclaimer - Large**

Digital Home Advantage plan requires \$99 Activation Fee and credit qualification. \$10/mo HD add-on fee waived for life of current account; requires one-time \$99 Upgrade fee. 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 and programming 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 Free HD*

Delete:

- \$10/mo HD add-on fee waived for life of current account; requires one-time \$99 Upgrade fee.

*If no mention of Premium Movie offer*

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*If no mention of "Free Standard Professional Installation" or "Free Installation"*

Delete:

- Free Standard Professional Installation only.

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*If no mention of HD*

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- HD programming requires HD television.

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**DHA with Free HD \$99 Upgrade fee Disclaimer - Small**

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

**DHA with Free HD \$99 Upgrade fee Disclaimer - Signs, Posters, Billboards**

Restrictions apply. Call for details.

**DHA with Free HD \$99 Upgrade fee Disclaimer - Web Banners**

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## **DHA PLAN**

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**FLEX PLAN with Free HD \$99 Upgrade fee**

**Flex with Free HD \$99 Upgrade fee Disclaimer - Large**

Flex plan requires minimum programming and \$99 activation fee. \$10/mo HD add-on fee waived for life of current account; requires one-time \$99 Upgrade fee. 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 and programming 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, and a \$20 restart fee will apply. 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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