

MAXIMUM YIELD'S

Get Behind the Lens

PHOTO CONTEST

Get those cameras out! Maximum Yield's photo cover contest puts you **Behind the Lens**. The winner gets bragging rights and fame as their photo will be seen by thousands of readers around the world.

We are giving our readers creative license to shoot a photograph to be used for an upcoming cover of **Maximum Yield**. Five winning photos will be chosen and published on the covers of Maximum Yield USA, Canada, French Canada, UK and Australia. Contest opens January 1, 2010 and closes June 1, 2010.

Digital photos should be in high-resolution format (RGB, minimum 240 dpi, final print size 8" x 10") and unaltered. JPEG and TIFF format only.

To Participate by Mail

Send your entries to:

Maximum Yield Publications
2339A Delinea Place
Nanaimo, BC
Canada V9T 5L9

Along with a photo CD, include the image title, your complete name, mailing address, telephone number and email address. If you would like your materials returned, please include a self-addressed envelope with proper postage.

To Participate Online

Submit your entries at:

<http://dropbox.yousendit.com/MaximumYield8610847>

Indicate "Behind the Lens" in the subject line - nothing else; in the message, clearly indicate your name, address, telephone number and the title of the image; please use your full name as the name of the file (if submitting more than one image, simply add 1, 2, etc. to your name).

Behind the Lens is open to everyone.

MAXIMUM YIELD
INDOOR GARDENING

All contest entries become property of Maximum Yield Publications upon receipt. No correspondence will be entered into except with selected entrants. Entries are subject to verification. Contest opens January 1, 2010 and closes June 1, 2010.



Maximum Yield's "Behind the Lens" Cover Photo Contest Rules

We encourage submission of photographs that display indoor gardening, hydroponics and modern gardening themes of a legal nature. Eligibility, entry period and instructions, judging criteria, prize details and winner selection and notification procedures are detailed below. BY ENTERING THIS PHOTO CONTEST, YOU AGREE TO ALL OF THE RULES OF THIS CONTEST AND TO ALL OF THE LEGAL TERMS AND CONDITIONS LISTED BELOW.

ELIGIBILITY

This contest is open to anyone who is a verifiable legal resident who has reached the age of majority according to the law of the province, territory or state in which they reside as of the date the contest begins. No purchase is necessary to enter the contest.

ENTRY PERIOD

The contest begins January 1, 2010, 8:30 a.m. (PST) and ends June 1, 2010, at 11:59:59 p.m. (PST). All entries must be received within this time period in order to be considered for prizes. Maximum Yield Publications reserves the right to modify the deadline for submissions due to circumstances beyond its control.

ENTRY INSTRUCTIONS

Entrants must complete all data requested. No other method of entry will be accepted. You may submit as many photographs as you wish. The image may originate in a non-digital format (such as high quality film slides, negatives or prints scanned into a digital format). Entries must be submitted in JPEG format (as .jpg files) and should be at least 1MB but shall not exceed 3MB. If an image file is not readable, the entry will be disqualified. Altered photographs may be submitted, so long as you specify on the entry form how the photo has been altered. Maximum Yield Publications in its sole judgment shall determine whether a photograph meets these requirements for entry into the contest. Electronic files submitted will not be returned unless specified and may be retained by Maximum Yield Publications after the completion of the contest.

By entering, you warrant that the photograph that you submit is original and is your own, and does not infringe on the rights of any third party. You further warrant that your participation in this photo contest does not violate any agreement between you and a third party.

By entering the photo contest, you grant Maximum Yield Publications the non-exclusive right to publish, use, distribute, reproduce and publicly display your photograph, and to create derivative works from your photograph, in perpetuity, in any of its on-line, print or other media publications, materials or exhibitions, including but not limited to for editorial, advertising, publicity and fundraising purposes, without payment of compensation unless prohibited by law. You grant Maximum Yield Publications permission to provide your name, and your place of residence, when publishing, reproducing or otherwise using your photo and when identifying you as an entrant or prize winner in the photo contest. While Maximum Yield Publications will make every effort to credit photographers when using photos, there may be circumstances where it is not possible to do so. Subject to the rights granted to Maximum Yield Publications, you retain all other copyrights and rights to future use of the photographs you enter into the contest.

JUDGING CRITERIA & PRIZE WINNER SELECTION

Winners will be chosen by Maximum Yield Publications. The photographs will be judged based on three (3) criteria and assigned a score of up to a maximum of 30 points. The three criteria, which will be weighted equally, are: visual appeal and composition (maximum 10 points); portrayal of Maximum Yield's mission (maximum 10 points); and originality and creativity (maximum 10 points).

Five finalists will be selected from all eligible submissions based upon the scoring system. In the event of a tie, the selection of finalists will be within the discretion of the judges.

The decisions of the judges are final and binding.

PRIZE WINNER NOTIFICATION & PRIZES

On or about June 15, 2010, Maximum Yield Publications shall notify the winners of his or her selection. Notification shall be by e-mail and/or telephone. If Maximum Yield Publications is unable to contact a potential winner, does not receive an acknowledgment of receipt from a potential winner within 10 days, or if the notification is returned as undeliverable, Maximum Yield Publications has the option to disqualify such potential winner and select an alternate winner.

The winning photographs may appear on the Maximum Yield Publications website, and also may be used by Maximum Yield Publications for future publicity or fundraising purposes.

LEGAL TERMS & CONDITIONS

As an entrant in this photo contest, it is your responsibility to determine that you are eligible to enter and to comply with the entry instructions and other photo contest rules set forth herein. Any violation of the contest rules may result in your disqualification, in the sole discretion of Maximum Yield Publications.

Maximum Yield Publications reserves the right to disqualify you if, among other reasons, you breach the warranties you are required to make, you have failed to secure permission from persons whose recognizable images appear in the photo, or your entry is lost, late, misdirected, incorrect, garbled or incompletely received, for any reason whatsoever.