



# 2018 ADVERTISING CONTRACT

## ADVERTISER INFORMATION

Company \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I am an AUVSI organizational member. Level: \_\_\_\_\_

## AGENCY INFORMATION (IF APPLICABLE)

Agency \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## AUVSI.ORG

RATES & SPECS	Size	1x	6x	12x
Homepage Rectangle*	920X468	\$1,650 <input type="checkbox"/>	\$1,500 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>
Homepage Square*	460X468	\$1,500 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>
Banner (Homepage and Subsequent Pages)*	728X90	\$1,300 <input type="checkbox"/>	\$1,250 <input type="checkbox"/>	\$1,000 <input type="checkbox"/>

- January  February  March  
 April  May  June  July  
 August  September  October  
 November  December

\*Banners are rotating and will be cycled through between all paid advertisers.

Total Due: \$ \_\_\_\_\_

## AUVSI eBRIEF

ADVERTISEMENT PAGE SIZE	Size	MONTHLY AD
Top Banner	650 x 110	\$2,000 <input type="checkbox"/>
Content Banner	650 x 110	\$1,700 <input type="checkbox"/>
Advertorial	N/A	\$5,000 <input type="checkbox"/>
<b>Frequency Discount:</b>		
<input type="checkbox"/> 4-6x placements = 5%		
<input type="checkbox"/> 7-9x placements = 10%		
<input type="checkbox"/> 10-12x placements = 15%		

- January  February  March  April  May  June  July  
 August  September  October  November  December

Total Due: \$ \_\_\_\_\_

## WEBINARS

	AUVSI MEMBER	NON-MEMBER
Exclusive	\$3,500 <input type="checkbox"/>	\$4,000 <input type="checkbox"/>
Non-Exclusive	\$2,500 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
Customized	\$5,000 <input type="checkbox"/>	

Total Due: \$ \_\_\_\_\_

\*Subject, topic, and speaker pending approval from AUVSI. To create a custom webinar, please contact your account manager.

## ARTWORK/PRINTING STANDARDS

All ads are printed using 4-color (CMYK) process. An electronic, high-resolution, print-ready (CMYK) PDF format is preferred for providing artwork. Other options for electronic file submission are (Mac or PC): In Design, Illustrator or Photoshop. When providing any of these formats (except flattened Photoshop, EPS or TIF files) all fonts and images used must be provided and a hard copy or low-resolution PDF of the most current version of the ad must be included. All fullpage ads should be set up to run with a bleed and have .125" extension on each of the four sides (top, bottom, left and right) for bleeds. There is no additional charge for full-page bleeds. Only electronic files under 5 MB will be accepted via email at advertising@auvsi.org. Files larger than 5 MB are to be uploaded to our FTP site: www.auvsi.org/upload.

## CONTRACT TERMS AND CONDITIONS

1. All advertising reservations and materials must be received on or before the published deadline. AUVSI is not responsible for ensuring that artwork replacements submitted after the published deadlines are printed. The advertiser is responsible for ensuring that materials are submitted in final, legal, and acceptable formats and sizes. AUVSI will make every effort to honor ad swaps but cannot guarantee such requests. Late advertisements may be accepted at the discretion of AUVSI. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services.
2. AUVSI reserves the right to refuse any advertisement at any time. Any advertising copy that might be mistaken as an article, commentary or other non-advertising material must be clearly marked "advertisement." Publisher reserves the right to add the word "advertisement" to or reject advertising that simulates editorial. Advertisements should not contain nudity or sexual innuendo.
3. AUVSI is not responsible for misspellings or other errors in advertisements. AUVSI will not add text or booth information to artwork. Proofs are not provided. In the event of an error in the printing of a display advertisement, the publisher will rerun the correct version of the same ad material in the next available issue published. Publisher's liability for any error will not exceed the cost of the advertisement's space. AUVSI is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental agency, fire, flood, insurrection, riot, explosion, embargo, legal or illegal strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any circumstances beyond the control of the publisher affecting production or delivery in any manner.
4. Conversion, film, drawings or photographs will be made upon order and charged at prevailing rates. Cost of necessary repairs to material received in either worn or damaged condition is to be paid by advertisers. These charges are noncommissionable.
5. Payment must be received (not postmarked) within 30 days of invoice date. AUVSI provides a 15 percent discount to recognized agencies, provided payment is received (not postmarked) within 30 days of invoice date (no discount available on Product Reveal or Brand Awareness packages). Any invoice not paid within 30 days of invoice will be subject to interest and penalty charges. Companies with a balance more than 90 days old forfeit all future advertising until all invoices are paid. Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed. Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for payments due the publisher. In the event that an advertiser has paid the agency, the advertiser is fully responsible for paying all invoices due the publisher.
6. Cancellations must be in writing and will be subject to 50 percent penalty of the advertising cost if the cancellation occurs after the space closing deadline. Frequency discounts are available and are based on the number of insertions run within a 15-month period from the date of first insertion. Any advertiser who does not fulfill a contract will be subject to short rates. Ad contracts may be canceled provided notice is given before the closing date. Credits and rebates may be earned by increasing frequency during a contract. Orders subject to rate change upon 90 days' notice from publisher.
7. Unless specifically paid for as such, AUVSI will make every attempt to honor placement requests but cannot guarantee such requests.
8. Special promotional or one-time corporate member discounts cannot be combined with any other agency or promotional discounts. In all such cases, the higher discount will be accepted and applied.

**OVERALL TOTAL DUE:** \$ \_\_\_\_\_

AUVSI will provide an invoice for payment. I have read and understand the terms and conditions (above). By signing this contract, I consent that I am an authorized signatory for my company.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_

## FOR QUESTIONS:

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