

# Email Advertising CONTRACT

## COMMISSION & TERMS OF PAYMENT

Charges for advertising space are payable with the order for the space, unless the Advertiser or Agency has established credit. If credit is given on a monthly payment basis, charges are payable by the 15th of the month following publication. Rates for advertising in GLMS emails are net. Cash discounts are not available. Visa or Master Card credit cards may be accepted. Credit requests must be made within 30 days of billing date.

## GENERAL RATE POLICY

**Right to Edit or Reject.** The GLMS emails may, in its sole discretion, edit, classify, reject or cancel at any time, any advertising copy submitted by an Advertiser.

**Rates.** The GLMS emails may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the new rates become effective upon written notice to GLMS emails.

**Indemnification.** Advertiser agrees to indemnify, defend and hold harmless the GLMS emails from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees for which the GLMS emails or any of its affiliates may become liable by reason of the GLMS emails' publication of Advertiser's advertising).

**Ownership of Advertising Copy.** All advertising copy which represents the creative effort of the GLMS emails and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the GLMS emails, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the GLMS emails' prior written consent.

**Joint and Several Liability.** If advertiser utilizes an "agency", advertiser and agency shall be jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising.

*All rates are net including color pricing.*

**No Sequential Liability.** The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the GLMS emails accounting department. It is further agreed that the GLMS emails does not accept advertising orders or space reservations claiming sequential liability.

SIZE	MONTHLY	6X RATE	1X RATE	FREQUENCY OF ADVERTISING Complete Insertion Dates	
Horizontal banner (top)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650	<input type="checkbox"/> Jan.	<input type="checkbox"/> July
Horizontal banner (bottom)	<input type="checkbox"/> \$550	<input type="checkbox"/> \$550	<input type="checkbox"/> \$600	<input type="checkbox"/> Feb.	<input type="checkbox"/> Aug.
Vertical banner (full)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	<input type="checkbox"/> March	<input type="checkbox"/> Sept.
Vertical banner (1/2)	<input type="checkbox"/> \$400	<input type="checkbox"/> \$450	<input type="checkbox"/> \$500	<input type="checkbox"/> April	<input type="checkbox"/> Oct.
Vertical banner (1/4)	<input type="checkbox"/> \$115	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> May	<input type="checkbox"/> Nov.
Mention in subheader			<input type="checkbox"/> \$100	<input type="checkbox"/> June	<input type="checkbox"/> Dec.
Email sponsorship			<input type="checkbox"/> \$750		
Target email			<input type="checkbox"/> \$2000		

All include clickable link to a designated URL

# Email Advertising CONTRACT

Company	Agency <i>[if applicable]</i>
Contact(s)	
Mailing Address	Billing Address <i>[if different]</i>
Telephone	Fax
Email Address	Website
Signature	Date

### Credit Card

<input type="checkbox"/> Visa	Card # _____
<input type="checkbox"/> Mastercard	Expiration _____
<input type="checkbox"/> Discover	Name on Card _____
<input type="checkbox"/> American Express	Billing Address _____

### Return to:

Amanda Edmondson  
 Dir. of Communications & Marketing  
 Greater Louisville Medical Society  
 328 E. Main St. Louisville, KY 40202(502)  
 736.6330 Fax (502) 581-9022  
 amanda.edmondson@glms.org

This information is used to secure your advertising contract. Your card will be charged only if there is a balance past the deadline.

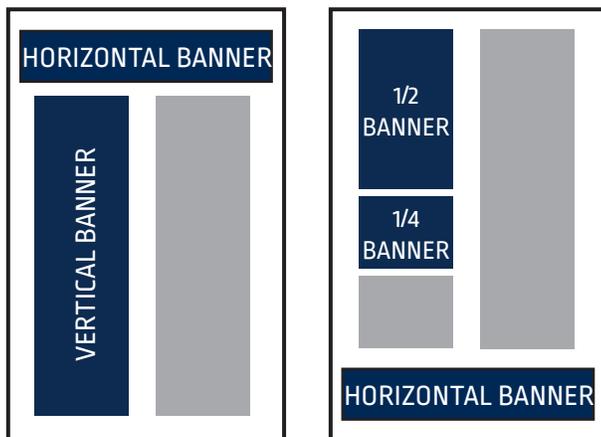
Check here if you prefer that we charge your credit card for payment.

Signature for contract confirmation

Signature to charge credit card

The signature directly above authorizes GLMS to charge and process credit card.

## GLMS Email | Advertising Specs



### AD SIZES

	WIDTH	HEIGHT
HORIZONTAL BANNER	600 px	300 px
FULL VERTICAL BANNER	300 px	800 px
HALF BANNER	300 px	400 px
QUARTER BANNER	300 px	200 px

- recommended file size, less than 1MB
- Files formats accepted: PDF, JPG, EPS, PNG & TIFF

- Materials due: 1st of month of being sent
- Space reservation: 45 days preceding publication date