

SLED MASS

Order Date: _____ Agency Name: _____

Company Name (as to appear in Advertisers Index): _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

DISPLAY ADVERTISEMENT

ISSUE October December

SIZE Full Page ½ Vertical ½ Horizontal ¼ Vertical ¼ Horizontal ¼ Strip Business Card

COLOR B/W Four Color

PREMIUM COVER POSITION (+20%) Page 2 Page 3 Back Page

PREFERRED POSITION (+10%) _____

WEBSITE BANNER ADVERTISEMENT

Banner (300px x 248px): \$240/yr

SLED EXPO

10 x 10 booth (100 sq.ft.): \$400.00 10 x 20 booth (200 sq.ft.): \$800.00 10 x 30 booth (300 sq.ft.): \$1200.00

Rate Per Issue: _____ TOTAL: _____ Bill To: Agency Advertiser

Authorized by (please print): _____ Authorization signature: _____

Date: _____ PO Number: _____ MasterCard Visa American Express Discover

Credit Card No: _____ Code # _____ Expiration Date: _____

Printed Name of Cardholder: _____ Signature: _____

Advertising Terms and Conditions

"Publisher" refers to the SAM. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

General Rate Policy *To earn volume or frequency rates:*

- 1) The contract year is six issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order.

If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period. Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded. The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice.

Space orders are due on or before the closing date listed in the current media kit and may not be canceled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

Contract and Copy Regulations

All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

Cancellation Policy

Cancellation of ad space must be received in writing to SAM before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments

First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call your advertising sales representative for assistance and credit approval information.

Payments for all advertising are due upon receipt of invoice. VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is more than 90 days in arrears, as reflected in association records.