

Advertising Contract 2010



A Publication of **AAIS**

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Company Information (Please Type or Print)

Contact Person:	Title:	
Company:		
Address:		
City:	State:	Zip Code:
Phone:	Fax:	
E-mail:		
Ad Agency:		
Address:		
City:	State:	Zip Code:
Phone:	Fax:	
Account Representative:		
E-mail:		

Agreement

We agree to advertise in *Viewpoint* magazine for \$ _____ per ad for 1 2 3 4 issues.

Please check the issues in which your ad is to appear.

Summer (August) Fall (November) Winter (February) Spring (May)

Color: 4-Color Process Black & White Spot Color: Black + Cyan Magenta Yellow Match/PMS _____

Ad Size: 2 Page Spread Full Page Back Cover (8½x7½) 2/3 Page: Horz Vert 1/2 Page: Horz Vert

Special Placement: Inside Front Cover Inside Back Cover Back Cover

You will be notified if placement is not available.

Signature _____ Date _____

CONTRACT, COPY & RATE POLICIES

All advertisements are accepted by AAIS, publisher of *Viewpoint* magazine, entirely on the representation that the agency and/or advertiser are properly authorized to publish the subject matter. Advertiser and their advertising agencies will indemnify and hold AAIS harmless against any claim, suit, loss or expense, regardless of nature of basis that might arise from advertisements published. We reserve the right to hold the advertiser and advertising agency jointly and severally liable for monies due us.

The publisher does not accept sequential liability and expects the agency and advertiser to be bound by the payment terms on the *Viewpoint* advertising rate card, on the advertising contract, and on the advertising insertion order. No conditions, printed or otherwise, appearing on the insertion order, billing instructions or copy instructions which conflict with AAIS's stated policies, and/or contract and copy stipulations shall be binding on AAIS.

LIABILITY The liability of AAIS for any error, omission or delay for which it may be held responsible shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

RATE PROTECTION We will protect contract advertisers against rate increases for 11 months following their first insertion. Any advertisement within that period may be combined for frequency discount.

EARNED RATE CREDITS Earned rate credits for increased frequency are deducted from the first billing after the change. Short rate charges for cancellation or decreased frequency are added to the first billing after the change.

CANCELLATION & AUTOMATIC REPEATS No cancellations can be accepted after the published closing date. Special placement ad reservations are non-cancelable. Without material or instructions we reserve the right to repeat the contract advertiser's latest ad of the same size.

RIGHT OF REJECTION AAIS reserves the right to reject any advertising considered objectionable or not in the best interest of the insurance business and the policies and positions of AAIS.

COMMISSION A commission of 15% of the gross bill is allowed to accredited advertising agencies on space, color, and placement, provided the account is paid within 30 days of invoice date. No cash discounts. If charges due the publisher are not paid promptly, the publisher may collect said charges from the advertiser, and the agency shall execute all necessary assignments. In addition, the publisher may hold the advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

SERVICE CHARGE A service charge of 1.5% per month (18% annual percentage rate) will be added to all charges 30 days or more past due. If necessary, any legal or collection agency fees incurred in collection efforts will be added to charges due.