






Sponsorship Reservation Form

Instructions: To reserve sponsorship of the AMSA Ad Lib, a completed Sponsorship Reservation Form is required at least ten business days prior to broadcast. To fill in form manually, print form and legibly fill in boxes with pen. To type directly onto form, download form to computer and open PDF from computer. Type information into applicable boxes and electronically sign. Save completed copy to computer. Send completed form to adv@amsa.org.

AMSA Ad Lib is AMSA's weekly podcast that brings together the intimate perspectives of medical students and experts on topics ranging from specialty selection and personal finance to technological developments in the medical profession.

Sponsor AMSA Ad Lib and you will receive the following per two-month cycle reservation and in the AMSA Ad Lib archives:

-  a 15-20 second custom message to be included at the beginning of each podcast
-  logo recognition on AMSA's website at www.amsa.org/adlib and in AMSA Ad Lib promotions
-  the opportunity to upgrade sponsorship to a 45-60 second extended custom message within select sponsored episodes

SPONSORSHIP FEE

\$3000 per two-month reservation
eight or nine consecutive episodes

UPGRADE - EXTENDED CUSTOM MESSAGE

\$350 per episode
Custom messages are written by sponsor in consultation with editor of AMSA Ad Lib.

SECTION 1: Sponsor Information

Sponsoring Organization _____
Contact Name _____ Title _____
Email _____ Phone _____ Fax _____
Address _____
City _____ State _____ Zip _____ Country _____

SECTION 2: AMSA ad lib Sponsorship Reservation

Number of Cycles (1 cycle = 2 months) <i>Check one.</i>	Start Date	End Date	Total Price
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> ____ <i>specify</i>			

SECTION 3: AMSA ad lib Extended Custom Message Upgrade: *Indicate number of episodes with extended custom message and contact information for editor of AMSA Ad Lib to follow-up on message and broadcast date(s).*

Number of episodes	Contact Name, Email, Phone	Total Price

SECTION 4: Authorization – I hereby acknowledge that I am authorized on behalf of the organization listed above to complete and return this form. I have read, understand and agree to the Sponsorship Reservation Terms and Conditions. Acceptance of this form does not waive the right of AMSA to reject any reservation.

Printed Name _____ Title _____ Phone _____
Authorized Signature _____ Date _____

SECTION 5: Method of Payment *(Choose one option: Invoice or Credit Card.)*

☐ Send invoice to billing address above. ☐ American Express ☐ Discover ☐ MasterCard ☐ Visa Amount \$ _____
Card Number _____ Expiration Date _____ Security Code _____
Card Holder: Printed Name _____ Signature _____

Mail, fax or email reservation form to:

AMSA, Attention: Ad Lib, 45610 Woodland Road, Suite 300, Sterling, VA 20166, Fax (703) 620-6445, Email: adv@amsa.org.

FOR AMSA USE ONLY

Date Recvd _____ Confirm Sent _____ To A/R _____ Acct Code: 140-4800 Invoice: # _____ Sent _____
Payment Recvd _____ Check: # _____ Date _____ Receipt Sent _____ Collateral Recvd _____

AMSA Ad Lib Sponsorship Reservation Terms and Conditions

The following terms and conditions apply to the AMSA Ad Lib (Podcast) Sponsorship Reservation Form (Form) between AMSA, the organization identified as the sponsor on this form (Sponsor), the person identified as the Contact on the Form (Contact), and the person signing the Form.

Payment Terms: If credit card payment is not received with Contract, invoice will be sent to Sponsor on the day when Podcast is first broadcasted. Payment is due within 30 days of the invoice date. In the event an account becomes 60 days past due (90 days from original invoice), all branding is cancelled on scheduled sponsored broadcasts and delinquent account will incur a monthly finance charge of 1.75% of the outstanding balance until all fees are paid. Payment may be in the form of a check made payable to AMSA or with credit card (American Express, Discover, MasterCard, and Visa). Cash is not accepted. All payments must be in U.S. currency only.

Publication Liabilities: (a) Indemnification by the Sponsor. Except as otherwise expressly provided, the Sponsor shall indemnify and hold AMSA harmless from and against any loss, expense (including attorney's fees) or other liability resulting from any claim or suit for defamation, libel, slander, plagiarism, illegal competition or trade practice, false or misleading advertising, infringement of trademark, service mark, trade name, infringement of copyright or proprietary rights, violation of the right of privacy or any other claim or suit of any nature resulting from the advertising provided by the Sponsor or based on material or information furnished by the Sponsor to AMSA. (b) Indemnification by AMSA. AMSA agrees to indemnify, severally and not jointly, and hold the Sponsor harmless from and against AMSA's gross negligence or willful misconduct where the broadcast is prepared and produced by AMSA, excepting any loss that may result directly or indirectly from material or information furnished by the Sponsor.

Changes/Cancellations: Any changes to the Form made by the Sponsor must be made in writing to AMSA prior to the scheduled broadcast content deadline as determined and agreed upon by AMSA's director of publications and Sponsor. No cancellations by the Sponsor will be permitted after the approved date of scheduled broadcast. AMSA has the right to cancel the Form at any time upon the default or delay by the Sponsor in the payment of any amount due or other material breach on the part of the Sponsor. Upon such cancellation, all fees for sponsorship not previously paid shall become immediately due and payable. The Sponsor shall have no claim for damages against AMSA for breach of the agreement.

Inability to Broadcast: Should AMSA be unable to broadcast at the time specified on Form due to any cause of any kind beyond AMSA's reasonable control, such as, but not limited to, acts of God, strikes or other labor difficulties, war, riots, changes in laws and regulations, other acts of government authorities, inclement weather, fire, flood, unavoidable casualties, delays in transportation of materials, or inability to obtain timely delivery of materials from suppliers, AMSA will not be liable to the Sponsor. In the event of such delay, AMSA will notify the Sponsor with a reasonable time, and it is agreed that the time for broadcast shall be extended for a period of time at least equal to the time lost by reason of the delay.