



# 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.

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.

As an AMSA ad lib sponsor, you will receive

- broadcasted recognition<sup>①</sup> in eight consecutive episodes (per two-month cycle reservation) and in the AMSA ad lib archives
- branded recognition in AMSA ad lib promotions and on AMSA's website at [www.amsa.org/adlib](http://www.amsa.org/adlib)
- opportunity to upgrade branded recognition in a targeted episode<sup>②</sup>

## SPONSORSHIP FEE

**Special Introductory Rate = \$2500<sup>③</sup>**  
(two-month cycle Sept. 1 – Oct. 31, 2015 or Nov. 1 – Dec. 31, 2015)

**Targeted Episode Upgrade<sup>②</sup> = \$375**

① Sample broadcasted recognition in the beginning and end of podcast – "This AMSA ad lib episode is supported by [Sponsor Name]."

② A custom message created by sponsor in consultation with editor of AMSA ad lib to be broadcasted within content of podcast.

③ After Dec. 31, 2015, regular rate of \$3000 will apply for each two-month cycle.

## 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 = 60 days or 8 episodes) – Check one: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ \_\_\_\_ specify

**Preferred Start Date** \_\_\_\_\_

**SECTION 3: Targeted Episode Interest** – Check one ☐ No ☐ Yes, I would be interested in upgrading my sponsorship in episodes that include the following topics:

**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 \_\_\_\_\_

### 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](mailto:adv@amsa.org).

### FOR AMSA USE ONLY

Date Recvd \_\_\_\_\_ AA# \_\_\_\_\_ Confirm Sent \_\_\_\_\_ Invoice # \_\_\_\_\_ Sent \_\_\_\_\_  
Payment Recvd \_\_\_\_\_ A/R Date \_\_\_\_\_ 140-4800

## **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:** The Sponsor is billed on the day when Podcast is first broadcasted. Payment is due within 30 days of the invoice date. Payment received after 30 days is subject to a \$75 late fee. In the event an account becomes 60 days past due (90 days from original invoice), all branding is cancelled for scheduled sponsored broadcasts. 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.