

# ADVERTISING SPACE RESERVATION FORM

**Instructions:** To fill in form manually, print form and legibly fill in boxes with pen. To type directly onto form and submit electronically, download form to computer and open PDF from computer. Type information into applicable boxes and electronically sign. Save completed copy to computer. Email completed form to: [adv@amsa.org](mailto:adv@amsa.org) or mail to: AMSA, Advertising Department, 25050 Riding Plaza, Suite 130, Box 632, Chantilly, VA 20152. KEEP COPY FOR YOUR RECORDS. Submit all ad collateral to the [AMSA Advertising Submission Form](#) on or before deadline dates given when advertising space is confirmed.

## SECTION 1: Client – Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Agency \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## SECTION 2: Billing Information – Check one: Advertiser Agency

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

## SECTION 3: Advertising Space Options – Ad specifications and rates can be found at [www.amsa.org/workwithus](http://www.amsa.org/workwithus).

The New Physician								
Issue	Print & Digital Editions		Digital Upgrades					
Month(s) / Year	Size	Position	ETOC <sup>1</sup> Type	Margin Ad	Other	Price		
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
			<input type="checkbox"/> B <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> E	<input type="checkbox"/> Left <input type="checkbox"/> Right	<input type="checkbox"/> Multi-Links <input type="checkbox"/> Video			
Weekly Consult		Banner Options			# of Months	Start Date	End Date	Price
<input type="checkbox"/> 1 <sup>st</sup> Run: Med+ Edition	<input type="checkbox"/> A <input type="checkbox"/> B1 <input type="checkbox"/> B2 <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D <input type="checkbox"/> E							
<input type="checkbox"/> 2 <sup>nd</sup> Run: Med+ Edition	<input type="checkbox"/> A <input type="checkbox"/> B1 <input type="checkbox"/> B2 <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D <input type="checkbox"/> E							
<input type="checkbox"/> 1 <sup>st</sup> Run: Premed Edition	<input type="checkbox"/> A <input type="checkbox"/> B1 <input type="checkbox"/> B2 <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D <input type="checkbox"/> E							
<input type="checkbox"/> 2 <sup>nd</sup> Run: Premed Edition	<input type="checkbox"/> A <input type="checkbox"/> B1 <input type="checkbox"/> B2 <input type="checkbox"/> C1 <input type="checkbox"/> C2 <input type="checkbox"/> D <input type="checkbox"/> E							
AMSA Website at <a href="http://amsa.org">amsa.org</a>					# of Months	Start Date	End Date	Price
<input type="checkbox"/> Option 1: Premium Package								
<input type="checkbox"/> Option 2: Internal Page Package								
<input type="checkbox"/> Option 3: Premium and Internal Packages								
<input type="checkbox"/> Option 4: Hybrid Package (Contact <a href="mailto:adv@amsa.org">adv@amsa.org</a> for prior approval.)								
Career Opportunities Listing					# of Months	Start Date	End Date	Price
Headline (max. 20 characters), Description (max. 80 characters), and URL								
Institutional Partnership Sponsorship								
<input type="checkbox"/> Check box to receive information on how company can support AMSA chapters through the AMSA Institutional Partnership Program.								

<sup>1</sup>The New Physician Electronic Table of Contents – digital edition email sent to all AMSA members.

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

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

## SECTION 5: Method of Payment – Select one:

Check enclosed.  Please send invoice to billing address above.  Payment by credit card (complete below).

Card Number \_\_\_\_\_ Amount \$ \_\_\_\_\_ Exp Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

### FOR AMSA USE ONLY

Recvd \_\_\_\_\_

Confirm Sent \_\_\_\_\_

Invoice \_\_\_\_\_

Payment:

Recvd \_\_\_\_\_

Amount \$ \_\_\_\_\_

Type \_\_\_\_\_

## AMSA Advertising Space Reservation Form Terms and Conditions

The following terms and conditions apply to the AMSA Advertising Space Reservation Form between AMSA, the person or entity identified as the Client (Client), and the person or entity signing this reservation form. Questions and/or comments regarding the information contained with this reservation form should be sent to [adv@amsa.org](mailto:adv@amsa.org).

### File Requirements:

- The Client is responsible for meeting file specifications and agrees to deliver electronic files to AMSA by the published deadline dates.
- All advertising is subject to AMSA's approval, and AMSA reserves the right to reject any advertising. Any ad alterations are the responsibility of the Client. The Client is subject to a service fee equal to ten percent of the ad rate if there is a delay in production caused by the Client. AMSA is not responsible for storing any files after its last use. Files will not be returned.

### *The New Physician (TNP):*

Print ads must be submitted as press-ready PDFs with hi-res images that are at least 300 dpi. Fonts must also be embedded, and printer's marks (crop marks, registration marks, etc.) must not be included in the file. Ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are not acceptable. Fractional ads (anything smaller than a full page) must be contained in a box and must not include a bleed. Artwork must be submitted electronically by published art deadline and uploaded to the [AMSA Advertising Submission Form](#).\*

Digital ads must adhere to the following requirements and submitted electronically through the [AMSA Advertising Submission Form](#).\*

**Margin Ad** – Image dimensions: 120x600, File format: JPEG or GIF (maximum file size 40K), Corresponding Link: Sent with banner art

**Embedded Video** – Image dimensions: 1280x720 with HD resolution, File format: FLV video format (recommended bitrate is between 300kb/s and 700kb/s, maximum file size 100MB.) Videos must have be at least one second in duration. Video plays when reader clicks on embedded box within digital ad. Videos must not include an autoplay. Two high-resolution PDFs of ad must be sent. One of the PDFs must include a box that shows the placement of the video, and the other PDF is the ad without a box, which is the PDF that will be used in the digital edition. Frames or boxes around video are not recommended as they may shift depending on reader's Internet browser. All embedded videos must be hosted on YouTube. Corresponding link to be embedded into the video must be sent along with PDFs.

**TNP Electronic Table of Contents, Weekly Consult, and AMSA Website:** Digital ads must be formatted jpeg, gif, or png files (maximum file size: 40K). All ad collateral and social media must be submitted electronically through the [AMSA Advertising Submission Form](#)\* at least ten (10) business days prior to start date for ad to appear and be linked as scheduled. If ad collateral is changed by the advertiser within contracted timeframe, there is an additional fee of \$50 per ad change, and change(s) must be approved by AMSA prior to posting.

**Eligibility:** AMSA bans advertisements and sponsorships in its publications from all pharmaceutical, medical device, biotechnology, diagnostic companies as well as companies who manufacture/promote/market/develop products purported to have a direct health benefit (such as vitamins, supplements, food derivatives). AMSA requires that all parties with direct funding from pharmaceutical, medical device and biotechnology companies report the existence of those relationships to AMSA. This information will be made available to AMSA members upon request. A report of such disclosure must be submitted to AMSA upon confirmation of participation (i.e. AMSA meetings, advertising).

**Publication Liabilities:** AMSA does not endorse the products, services, or programs of the organizations that advertise in AMSA publications. The Client 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, liable, 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 Client or based on material or information furnished by the Client to AMSA.

**Payment Terms:** Prepayment is required of all new clients. If credit card payment is not received with reservation form, Client is billed as follows:

Print Ads – An invoice is sent along with tear sheets containing ad when issue is published.

Digital Ads - An invoice is sent upon receipt of reservation form.

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 scheduled advertising will be cancelled 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 or Visa). Cash is not accepted. All payments must be in U.S. currency only.

**Advertising Agencies:** Any person or entity signing the reservation form as an advertising agency on behalf of the Client represents and warrants that such person or entity has full power and authority as an agent of the Client to bind the Client to all of the terms and conditions of the reservation form, including but not limited to, the obligation for payment in the event of the Agency's failure to do so. In the event the Agency does not have such power and authority, the Agency agrees to pay AMSA and guarantee the payment of the Total Price Amount in full. AMSA may grant a 15% discount of gross billing to recognized agencies, provided agency requests discount at time of reservation and account is paid within 30 days of invoice date. If account is not paid within 30 days of invoice date, AMSA has the right to annual discount and full gross billing will apply. AMSA may hold the Agency and the Client jointly and severally liable for payments until payment in full is received by AMSA. In other words, liability is joint and several, not sequential. Payment by Client to Agency shall not constitute payment to AMSA.

**Changes/Cancellations:** Any changes to the reservation form made by the Client must be made in writing to AMSA prior to the published art deadline. No cancellations by the Client will be permitted after the published art deadline. AMSA has the right to cancel the advertising space reservation at any time upon the default or delay by the Client in the payment of any amount due or other material breach on the part of the Client. Upon such cancellation, all fees for publishing not previously paid shall become immediately due and payable. The Client shall have no claim for damages against AMSA for breach of the ad space reservation. Under no circumstances will AMSA have any liability whatsoever to an Agency.

**Inability to Publish:** Should AMSA be unable to publish at the time specified on reservation 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 Client. In the event of such delay, AMSA will notify the Client with a reasonable time, and it is agreed that the time for publication shall be extended for a period of time at least equal to the time lost by reason of the delay.

**Disclaimer of Warranties:** AMSA provides its publications, websites, and services on an "as is" and "as available" basis, without any warranty of any kind. In the event of any error or malfunction in the display or distribution of any ad, AMSA's sole obligation will be to reprint or redisplay the ad as soon as reasonably practicable. AMSA disclaims any and all warranties of any kind, whether express or implied, including but not limited to the implied warranty of merchantability of fitness for a particular purpose and implied warranties arising from course of dealing or course of performance and expressly excludes all warranties, representations, conditions and all other terms of any kind whatsoever implied by statute or common law.

**Limitation of Liability:** In no event shall AMSA be liable be liable for any loss of profits, depletion of goodwill and/or similar losses or loss or corruption of data or information, or pure economic loss, or for any special, indirect or consequential loss, costs, damages, charges or expenses arising out of or in connection with this advertising space reservation including any insertion order (even if AMSA was advised of the possibility of any of the foregoing). Under no circumstances shall AMSA be liable to the advertiser, agency or any third parties for an amount greater than the amounts received by AMSA under the relevant insertion order in relation to which such liability may arise. In lieu of refund, AMSA shall be permitted to cause the placement of "make-good" advertising, if the "make-good" advertising is provided within a reasonable period of time after the liability has accrued.

**Miscellaneous:** This Advertising Space Reservation Form, including these Terms and Conditions and associated Insertion Order(s), sets forth the entire agreement of the parties and supersedes any and all prior oral or written agreements or understandings between the parties as to the subject matter hereof. Only a written addendum signed by both parties may change this. This reservation form will be governed and construed in accordance with the laws of the Commonwealth of Virginia. The Advertiser and AMSA agree to submit to the exclusive jurisdiction of United States District Court for the Eastern District of Virginia and the State courts of Loudoun County, Virginia. If any provision of this reservation form is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way.

\*[AMSA Advertising Submission Form](#) can be found on the AMSA website at [www.amsa.org/workwithus](http://www.amsa.org/workwithus).