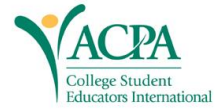


Advertisement Agreement Form

ACPA—College Student Educators International



ADVERTISING COMPANY INFORMATION (PLEASE TYPE OR PRINT)	CONTACT INFORMATION (PLEASE TYPE OR PRINT)
COMPANY	EXHIBITOR CONTACT NAME
ADDRESS 1	POSITION TITLE
ADDRESS 2	ADDRESS 1
CITY	ADDRESS 2
STATE/ZIP	CITY
PHONE	STATE/ZIP
FAX	PHONE
E-MAIL	FAX
WEBSITE	EMAIL

Publication Descriptions, Specific Guidelines & Specifications

Accepted formats for ads include:

- EPS
- TIFF or JPEG (Minimum 300 dpi resolution)
- Note: PDF files are not accepted.

Sizes and colors are:

- Back cover – 7.5" (width) by 6.5" (height); 4-color (CMYK)
- Inside back cover – 8" (width) by 10" (height); black & white only
- Full Page 4-Color Advertisement— 8" (width) by 10" (height); (CMYK)

Approved file(s) should be under 10 MB and sent directly to tarth@acpa.nche.edu. An FTP address can be provided for larger files.

- A CD or zip drive may also be submitted to the following address: One Dupont Circle, NW, Suite 300, Washington, DC, USA 20036

Advertisement Requested

- Half Page Back Cover-4-Color Advertisement Full Page Inside Back Cover-Black & White Advertisement Full Page 4-Color Advertisement

Rates are only valid if full payment is received prior to the advertised deadline

Advertisement Pricing-One (1) Insertion

- \$2,250 US-Half Page Back Cover-Color
 \$1,550 US-Full Page Inside Back Cover-Black & White
 \$1,250 US-Full Page Color Advertisement

Advertisement Pricing-Six (6) Insertions

- \$1,915 US-Half Page Back Cover-Color-per insertion- \$11,490 total
 \$1,320 US-Full Page Inside Back Cover-Black & White-per insertion-\$7,920 total
 \$1,075 US-Full Page Color Advertisement-per insertion-\$6,450 total

PLEASE CHECK ONE OF THE PAYMENT PLANS AVAILABLE

- Full advertising payment is enclosed. Checks should be made payable to: ACPA—College Student Educators International
 Charge full advertising payment to my charge card

Acceptable payment includes check payable in U.S. Dollars, Discover, Visa, MasterCard or American Express.

Card Number _____ Expiration Date _____ CSV/CCV Security Code _____

Billing Address _____

Billing City _____ Billing State _____ Billing Zip Code _____

My signature below indicates that my company understands and agrees that this application is subject to the conditions outlined in the ACPA Advertising Terms and Conditions accompanying this application and in accordance with the stated advertising fees.

Printed Name _____

Signature _____ Date: _____

ACPA Advertising Terms and Conditions

By signing the Advertising Agreement Form you are agreeing or have agreed to the following Terms & Conditions for ACPA Advertising.

If, in the judgment of ACPA, a company is operating contrary to the policies of the Association, ACPA may cancel the advertising space, and the advertiser's fee will be forfeited.

- ACPA reserves the right to reject advertisements for any reason.
- ACPA complies with the provisions of applicable federal and District of Columbia laws prohibiting discrimination.
- ACPA publications do not accept advertising for candidates seeking elective office.
- ACPA will not accept advertising from alcohol, tobacco, gambling, or credit card companies.
- It is ACPA's policy not to accept advertising for insurance products/vendors that are not sponsored by the Trust for Insuring Educators.
- ACPA will not accept advertising that appears to libel, slander, or conflict with ACPA policies or be in direct competition to programs, products, and services offered by ACPA.
- Ads will not be accepted from agencies or individuals in violation or under sanction of ACPA's Code of Ethical Principles.
- The word Advertisement will be placed with copy that in ACPA's opinion resembles editorial matter.
- ACPA will not inform advertisers when an article concerning their product or service is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product.
- The editors and editorial boards for all ACPA publications reserve the right to review all advertising to ensure that it is appropriate for the publication as a whole or for an individual issue. The editor or editorial board can refuse an ad based on content as outlined in Section I or for other reasons not outlined above. The advertiser can either revise the ad or withdraw the ad.
- Ads must be received by 45 days prior to the publication month of the advertisement for review.

Payment & Cancellation Policy

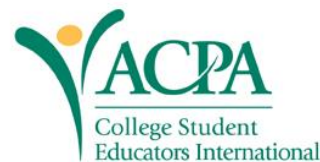
- Payment for approved advertisement is due 30 days from invoice. Once payment is received, it is non-refundable. Refund is provided only if ACPA fails to publish the advertisement for the issue indicated on the agreement form and neither party agrees to publish on an alternative issue.
- ACPA reserves the right to charge a service fee of US\$50 for returned checks. A processing fee of US\$50 will be charged to a declined credit card or to change payment method after the initial payment is processed.
- All monies due must be settled prior to future advertisement requests.
- ACPA will not be bound by any term(s) or condition(s) that an advertiser includes on order forms or invoices unless ACPA has agreed in writing to such term(s) or condition(s).
- Other than the return of any charge that has been paid, ACPA is not liable for any alleged loss or damages if an advertisement is omitted for any reason.
- Advertiser claims for errors will be decided on a case-by-case basis with discounts offered for the advertisement in question or on the advertiser's next order provided it is determined that ACPA made the error and that the error seriously affected advertising results.
- Rates, conditions, editorial calendar, and space units may change without notice.
- Advertisers and advertising agencies must agree to protect and indemnify ACPA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair trade practice; infringement of trademarks, trade names, patents, copyrights, or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to ACPA and accepted for publication in its publications.

ACPA – College Student Educators International Liability

- Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein.
- ACPA is not responsible for any claims made in an advertisement appearing in its publications or copy submitted for online posting. Companies may not refer to an appearance of an advertisement for their product in an ACPA publication in any other advertising or promotion. The ACPA name, name of publication or any other ACPA product, program or service may not be used in any advertisement, in either ACPA or other publications, without prior approval.
- The advertiser and/or advertising agency assume liability for all ad content including text preparation and illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold ACPA, as publisher, harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.

Placement

- Placement of ads will be at ACPA's discretion.
- The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.
- To qualify for a multi-issue reduction, advertising must be placed on a contract basis on the terms applicable to individual periodicals. A contract starts with the first insertion.
- If new copy for contract ads is not received by the closing date, standing copy will be used.
- ACPA will provide notice of rate changes at the earliest feasible time and at least in the issue preceding the first issue to be affected. An advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal.
- No cancellations will be accepted after closing dates. Advertisers who fail to notify ACPA of cancellation prior to closing date will be required to pay the full price for the insertion. Cover insertion orders may not be cancelled.
- Current rates, dimensions, closing dates, and so forth are published in the ACPA rate card.
- Advertising orders will not be accepted by phone. All advertising must be received in writing by the deadline date. Confirmed, signed, insertion orders must be on file with ACPA.
- Advertisers and advertising agencies assume responsibility for all contents of advertisements printed and each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements the names, portraits and/or pictures of living persons, any copyrighted material, or any testimonials contained in any advertisements submitted to and published by an ACPA advertiser and agency will also indemnify and save harmless ACPA, as publisher, against all loss, liability, damage and expense of any nature arising out of the copying, printing, or publishing of its advertisement including without limitation reasonable attorney's fees resulting from claims or suits for libel violation of rights or privacy, plagiarism, copyright, and trademark infringement.



ACPA-College Student Educators International

One Dupont Circle, NW, Suite 300

Washington, DC 20036

202.688.1978 | tarth@acpa.nche.edu | www.myacpa.org