

AAIDNEWS Advertising Agreement

This advertising contract agreement is between the American Academy of Implant Dentistry and the Company indicated below, hereinafter known as the "Advertiser."

Company Name: _____ Contact Name: _____

Address: _____ Telephone: _____

_____ Fax: _____

1. The Advertiser agrees to the insertion of ____ (#) ads in the American Academy of Implant Dentistry's newsletter, AAIDNEWS, beginning with the _____ issue and ending with the _____ issue. The Advertiser agrees to pay \$_____ per issue for this advertising space.
2. The Advertiser agrees to provide full payment for the placement of the advertisement not later than 30 days after the copy deadline date outlined in paragraph 6 below. A 50% deposit should accompany this contract.
3. The Advertiser recognizes that advertisements for which payment is not made according to the agreed-upon schedule will be deleted from the AAIDNews. The initial deposit will be retained by the Academy.
4. The first advertisement inserted under a multiple-insertion contract must be paid in advance, prior to copy deadline date. The second through the last advertisements of a multiple-insertion contract will be billed.
5. The Advertiser agrees to indemnify and protect the Academy from loss or expense on claims or lawsuits based on the subject matter of such advertisements. All advertising is subject to the Academy's approval and agreement.
6. Copy deadline for this contract is 45 days preceding the first of the month (see rate card for dates) of the issue in which the advertisement is to be placed. If the advertisement copy is not received by the Academy by the deadline noted, the last advertisement which appeared under the multiple-contract will be re-run. If this is a single run contract, the Academy reserves the right to run the ad in the next issue or cancel the contract with the initial deposit retained.
7. An Academy representative will contact advertisers in advance of the deadline date, for copy changes only if requested by the Advertiser. Otherwise the last advertisement under a multiple-contract will be re-run. Please initial here if advance contact is required (_____).
8. The Advertiser agrees to provide camera-ready artwork that conforms to the mechanical specifications on the rate card. All charges related to creating and producing an advertisement, or altering existing artwork, are supplemental to these rates and fees, and are the responsibility of the Advertiser.
9. Credit for errors made in the advertisement shall not apply to more than one advertisement insertion. The Advertiser agrees to notify the Academy, in writing, prior to the next deadline.
10. All accounts are subject to a late payment finance charge compounded at 1.5% a month (18% annual percentage rate) on any balance 30 days after billing date.
11. In the event the Advertiser cancels the placed advertisement (permissible upon 45 days' written notice), the Advertiser will be short-rated (billed at the difference between the contract rate and the single insertion rate for each advertisement that appeared).

12. **SPECIFICATIONS/RATES** (please circle those that apply)

¼ page (vertical)	3 ¼" x 4 ¾"		1x	2x	3x	4x
¼ page (horizontal)	7 ¼" x 2 ¼"	¼ page ad (B&W)	\$250.00	240.00	230.00	220.00
½ page (vertical)	3 ¼" x 9 ½"	½ page ad (B&W)	\$450.00	430.00	410.00	390.00
½ page (horizontal)	7 ¼" x 4 ¾"	Full page ad (B&W)	\$650.00	625.00	600.00	575.00
Full page ad	7 ¼" x 9 ½"	¼ page ad (Color)	\$450.00	425.00	400.00	375.00
		½ page ad (Color)	\$650.00	625.00	600.00	575.00
		Full page ad (Color)	\$850.00	825.00	800.00	775.00
		Classified advertisement	\$75.00	75.00	75.00	75.00

Total Ad Fee: fee per ad \$ _____ x number of placements _____ = \$ _____

Contract executed this the _____ day of _____ 200_

THE PUBLISHER: The American Academy of Implant Dentistry THE ADVERTISER: _____

Signed: _____ Signed: _____

Title: _____ Title: _____