

# FASEB AdNet

The Advertising Network for the Life Sciences

9650 Rockville Pike  
Bethesda, MD 20814-3998  
www.faseb.org/adnet

Fax orders to Robyn Engelson  
Fax: 301-634-7153

For more information  
Call: Robyn at 301-634-7103  
or 800-43-FASEB ext. 7103  
Email: rengelson@faseb.org

## ADVERTISING INSERTION ORDER

Company/Agency Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Order Authorized by: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE RESERVE THE FOLLOWING:**     Print     Online/Web     Both

**Print Publication Name(s):** \_\_\_\_\_

Issue Date(s): \_\_\_\_\_

Size:  1/4 page     1/2 horz.     1/2 vert.     Full page    **Color:**  B/W     4-color  
Plus in MI     1/3 horz.     1/3 vert.     2-color (Specify  standard or  matched)  
 line ad (MI and ASBMB Today only) \_\_\_\_\_ Standard color or PMS# \_\_\_\_\_

Frequency Rate:  1X     3X     6X     12X     24X    **Position:** \_\_\_\_\_

Typesetting:  YES     NO    **Fee:** \_\_\_\_\_ (Typesetting fee will be automatically applied to non-camera ready ads, except line ads.)

Gross Rate: \_\_\_\_\_ Net Rate: \_\_\_\_\_

Comments: \_\_\_\_\_

**Online Advertising Location(s):** \_\_\_\_\_

Date(s) of Service: \_\_\_\_\_

- Basic (banner)                       Premium (inline)                       Classified Posting (ASPET and ASBMB sites only)
- eTOC Top Banner/TOC Online Display Pkg                       eTOC Top Banner (ASPB only)                       Postage-sized /Stamp
- eTOC Bottom Alert     w/ logo                       JBC Podcast Sponsorship                       ASPB Member Chatter Text
- ASBMB Today (AT) Issue Sponsorship     AT Blow-In                       AT Multi-Media Blow-In                       AT Deep Links

Gross Rate: \_\_\_\_\_ Net Rate: \_\_\_\_\_

Comments: \_\_\_\_\_

**BILLING INFORMATION:**  Please invoice us at above address.

Purchase Order Number: \_\_\_\_\_

Charge to:  Visa     MasterCard     American Express

Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

**ADVERTISER FEEDBACK:** Please let us know how you heard about AdNet. Check all that apply.

- website search (which) \_\_\_\_\_                       word of mouth                       received media kit
- received other mailing/fax/email promotion (which) \_\_\_\_\_

## **FASEB AdNet Advertising Policies and Conditions**

**Acceptance:** Publishers reserve the right to decline any advertisement. All new advertisements must be received by the publisher by the closing dates. The publisher reserves the right to discontinue any advertising. The word "advertisement" will be printed at the top of advertisements which, in the opinion of the publisher, may be confused with articles. Publishers do not endorse the products and/or services in ads or by the vendors, and ad agencies are responsible for all content of ads, and also assume responsibility for any claims made against them.

**Insertion Orders:** All orders must be received in writing prior to the closing dates. Conditions must be specified on the order. The order must be accompanied by a replica or copy of the ad. Printed conditions on orders will not be accepted as binding if in conflict with AdNet policies.

**Material Requirements:** Materials must conform to AdNet's published material requirements. Charges will be incurred for any additional work involved. If new material is not received by the closing date, existing materials will be repeated. Hard copy proofs are required for all digitally supplied print ads. Color proofs are required for all color ads. AdNet accepts no responsibility for printing and color errors if a matching proof is not supplied.

**eTOC Policy:** If eTOC sponsorships are reserved for a particular issue or issues and usable material is not received by the deadline, FASEB AdNet reserves the right to bill the advertiser for the issue(s) ordered. Exact appearance and formatting of the eTOC ad cannot be guaranteed. Limit the amount of special characters (e.g. registered trademarks) as they may not display properly. All text supplied will appear in the alerts as long as it fits within the size specifications. Logos are viewable only to registered users accepting HTML formatted emails.

**Banner Advertising:** The banner ad graphic may be changed no more than once a month.

**Inline Advertising:** Each advertiser/company is allowed up to 3 variations in company or product name for their inline links.

**Ad Placements:** Advertising will precede or follow scientific editorial in the journals. Ads may be interspersed with content in the newsletters and magazines. Request for specified position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

**Cancellation:** Cancellations are not accepted after the space closing date. AdNet reserves the right to charge for space if cancelled after the closing date. Frequency commitments not fulfilled will be readjusted and the difference invoiced. Copy corrections are not guaranteed after closing date. Advertisements ordered typeset and not used will be charged for composition. Any revision or special handling of materials will be billed to the advertiser.

**Commissions:** 15% standard agency discount to recognized agencies.

**Discounts:** Frequency discounts apply across all AdNet represented print titles. Twelve-month online banners earned as part of a print/online contract are worth a 10% discount toward an online package with the same publisher.

**Payment Policy:** Net 30 days. No cash discounts. Only checks drawn on U.S. banks in U.S. dollars are accepted. Accepted credit cards are: VISA, MasterCard, and AmericanExpress. Any and all expenses incurred while collecting on a delinquent account are billable to the delinquent account. AdNet reserves the right to disallow the 15% agency discount on accounts not settled within 30 days. AdNet publishers reserve the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. AdNet reserves the right to contact the advertiser directly if payment is not received in a timely manner. Failure to pay more than two consecutive invoices may result in the suspension of advertising. At that time, reinstatement of advertising will be at the discretion of the publisher.

**Disposition of Material:** Film will be held for one year after publication unless otherwise requested in writing.

**Publisher Liability:** AdNet publishers will not be liable for any special, indirect or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor of its failure to appear on any specific date. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.