

EMphasis



Advertising Contract

ON EMERGENCY MEDICINE IN TEXAS

The Newsletter of the Texas College of Emergency Physicians

No space reservations will be accepted without this completed and signed advertising contract and payment in full.

Please type or print

Company Name _____

Address _____ Telephone _____

City _____ State _____ Zip _____

Contact Name _____ Title _____

If Company is an Advertising Agency, your Client's Name _____

Please accept this advertising contract for space in EMphasis.

Display Advertising (please send a jpeg of your artwork to tcep@aol.com) All measurements listed below are horizontal by vertical.

Size	(horz. X vert.)	1 Issue	3 Issue rate	6 Issue Rate
___ ½ Page Ad	(7 ¼" X 4 ¾")	\$225	\$540	\$1,012
___ Full Page Ad	(7 ¼" X 10")	\$425	\$1,020	\$1,912

Classified Advertising (client provides copy only)

Number of Words	1 Issue	3 Issue rate	6 Issue Rate
___ 1-70 words	\$110	\$264	\$495
___ 71 words or more	\$175	\$420	\$787

Frequency of Insertion:

___ 1x ___ 3x ___ 6x

**3x rate includes a
20% discount
on the total cost.**

**6x rate includes a
25% discount
on the total cost.**

Issue(s) of Insertion: (Please State the Year) _____
____ January ____ March ____ May ____ July ____ September ____ November

CLOSING DATE FOR COPY IS THE FIRST DAY OF THE MONTH PRECEDING THE MONTH OF PUBLICATION.

Enclosed is my check for \$_____. I understand this money is nonrefundable and agree to follow all advertising conditions listed below.

Authorized signature _____ Date _____

PLEASE READ ADVERTISING CONTRACT CONDITIONS LISTED BELOW

ADVERTISING CONDITIONS

Availability

- All advertising space is booked on a first-come, first-served basis.
- Advertising space is not considered reserved until full payment and a signed contract have arrived in the TCEP office.

Closing Dates

- Advertising copy/camera-ready artwork, payment and contract closing date is the first day of the month preceding the month of publication (example: December 1 for January issue).
- TCEP reserves the right to refuse acceptance for any ad not received or paid for by the closing date.
- Previous ads will be repeated if new artwork is not received by the closing date. If no previous insertion, client forfeits cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

Payment

- All ads are non-commissionable. The rates listed are net rates.
- Advertising space must be paid for in advance of publication.
- Multiple-issue advertisers who fail to comply with pre-payment requirements will incur the non-discounted rate.
- Advertisers under contract will be rate-protected as per the terms of the contract.

Ad Specifications

- Any display ads submitted that do not meet the size requirements will be returned.
- Ads must be emailed as a jpeg to tcep@aol.com.
- For display ads submitted by the client, no typesetting or alterations will be done by TCEP.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publishers stated policy would be binding on the publishers.
- The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the publisher blameless from all claims, damages, and expenses arising out of any advertising accepted.

Cancellations

- No cancellations or changes in contracts reserving space will be accepted after the space reservation closing date. Cancellations or changes must be received *in writing* by the space reservation closing date. Any advertiser canceling after the space reservation deadline must forfeit the cost of the space.

**Texas College of Emergency Physicians • 2525 Wallingwood Bldg 13A
Austin, Texas 78756 • Telephone (512)306-0605 • Fax (512)329-8943 • tcep@aol.com**