

ADVERTISING CONTRACT

CLIENT INFORMATION:

Advertiser or Agency		Contact Person		
Address	City	State	Zip	
Phone	Fax	Email		
Authorized Signature			Date	

SPACE RESERVATION:

	Sizes	Special Cover Position	Color
2005 Issues			
<input type="checkbox"/> Vol. 1/Issue 1: Public Health	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. 1/Issue 2: Rural	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
2006 Issues			
<input type="checkbox"/> Vol. II/Issue 1: Youth	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. II/Issue 2: Aging	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. II/Issue 3: Women	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. II/Issue 4: Risk	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. II/Issue 5: Men	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. II/Issue 6: Survivors	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
2007 Issues			
<input type="checkbox"/> Vol. III/Issue 1: Gatekeepers	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C
<input type="checkbox"/> Vol. III/Issue 2: Diverse Cultures	<input type="checkbox"/> Full Pg <input type="checkbox"/> 2/3 Pg <input type="checkbox"/> 1/2 Pg	<input type="checkbox"/> 2nd <input type="checkbox"/> 3rd <input type="checkbox"/> 4th	<input type="checkbox"/> B&W <input type="checkbox"/> 4/C

Frequency Rate: 1 Time 3 Times 6 Times 12 Times

Preferred position within the publication _____

15% additional charge

Options: PMS/match colors, bleeds or other specification questions, call advertising sales at 1-920-457-4033

ADVERTISING RATES:

Four Color	1Time	3 Times	6 Times	12 Times
2nd Cover	\$4,673	\$4,491	\$4,346	\$4,111
3rd Cover	\$4,673	\$4,491	\$4,346	\$4,111
4th Cover	\$5,438	\$5,221	\$5,057	\$4,785
Full Page	\$3,962	\$3,781	\$3,662	\$3,465
2/3 Page	\$2,955	\$2,836	\$2,750	\$2,608
1/2 Page	\$2,363	\$2,267	\$2,197	\$2,079
Black/White				
Full Page	\$3,000	\$2,879	\$2,790	\$2,639
2/3 Page	\$2,250	\$2,161	\$2,093	\$1,981
1/2 Page	\$1,800	\$1,728	\$1,675	\$1,584

MAIL OR FAX TO:

Advancing Suicide Prevention
 ATTN: Advertising Sales Manager
 PDV Foundation Inc.
 629 North 8th Street, Suite 203
 Sheboygan, WI 53081-4502
 Phone: 920-457-4033 Fax: 920-457-4011
 Email: advertising@advancingsp.org
www.advancingsp.org/advertising

ADVERTISING CONTRACT, *continued*

ADVERTISING POLICIES, TERMS AND PRINCIPLES OF ACCEPTANCE FOR ADVANCING SUICIDE PREVENTION

General

1. All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
2. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does *Advancing Suicide Prevention* (ASP) guarantee the accuracy of information given.
3. The advertiser and/or advertising agency agrees to and hereby does defend and indemnify and hold harmless the Publisher and its publications and all of their officers, directors, agents, employees, authors, and successors and assigns from against any and all liability, damages, loss or expenses, including but not limited to attorney's fees, arising from or out of any breach of the representations and warranties set forth in paragraph 10 below or from or out of any content of any advertising submitted to Publisher by the advertiser, including but not limited to claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violation of rights of privacy or publicity, and any claims for bodily injury and property damage. The Publisher reserves the right to hire counsel of its choice, at the advertiser's expense, in the case that the Publisher, in its sole and exclusive discretion, determines that the counsel chosen by the advertiser is not providing an adequate defense. The advertiser may not settle or otherwise compromise any such claims without the Publisher's prior written consent, which shall not be unreasonably withheld.
4. Advertisements that look like editorial matter must have the word "Advertisement" printed above them. The Publisher reserves the right to insert the words "Paid Advertisement."
5. ASP will not knowingly accept advertisements that discriminate on the basis of race, gender, color, religion, national origin, sexual orientation, disability or age. All advertisers/agencies must comply with the ACA discrimination policy.
6. ASP will not be bound by any conditions appearing in insertion orders submitted by or on behalf of an advertiser when such a condition conflicts with any provision contained in the ASP rate card or with ASP policies.
7. Schedule of months of insertion and size of space must accompany all orders. Space reservations are not considered as orders binding in any way until receipt of payment prior to publication.
8. In the event a dispute arises between the Publisher and advertiser that is not specifically governed by the foregoing terms and conditions, such a dispute shall be resolved in accordance with the rules of Alternative Dispute Resolution.
9. All advertising contracts are subject to editorial approval.
10. Advertiser represents and warrants that all advertising submitted to Publisher complies with all applicable laws, regulations, industry codes, and standards and does not violate anyone's rights, including but not limited to rights of publicity, privacy, copyrights, and trademark rights, and does not contain any content that violates applicable laws and regulations against defamation, libel, and/or false advertising.

Orders, Changes, Cancellations

11. No Advertisement shall be published unless an insertion order in writing is received by the Advertising Representative no later than the closing deadline specified by the Publisher for the issue(s) desired.
12. Changes in advertising copy shall not be considered authorized by the advertiser unless confirmation is received in writing at the office of the Advertising Representative no later than the closing date for the issue(s) desired. In the event copy changes are not properly confirmed in writing, the advertiser's most recent advertisement shall be inserted.
13. In the event that all necessary advertising materials are not received at the office of the Publisher no later than the closing date for the issue(s) desired, the Publisher cannot guarantee insertion of such advertisement(s) in such issue(s).
14. No cancellations or changes in orders will be accepted after closing date.
15. Cover advertisements are non-cancelable.
16. Requests for particular placement of advertising will be honored when possible for an additional charge of 15%. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the rights of the Publisher to determine actual positions.
17. The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. "Make-good" ads, which will be run at the discretion of the Publisher, will be scheduled within one year from the time that the ad appeared in the publication. The Publisher assumes no responsibility for the condition of original advertising copy submitted electronically or otherwise for publication.
18. The Publisher is not liable for failing to publish an ad.
19. Cancellations for display advertisements will not be accepted after the publication deadline.
20. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical. Advertisers and agencies that are forwarding orders that contain incorrect rates or conditions to the offices of the Publisher's Ad Representative are hereby notified that the advertising called for will be inserted and charged at the regular scheduled rates and conditions in effect at the time.

Terms and Agency Discount

21. Payment is due prior to publication.
22. One tear sheet, unless otherwise requested, will be sent to advertiser after publication.
23. Fifteen percent (15%) of gross billing is allowed to recognized advertising agencies, that is, members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies. For in-house agency recognition contact the Advertising Sales Representative for qualifying discount.
24. Production charges are non-commissionable.
25. Dual responsibility: Prepayment by the advertising agency at the net rate is approved on condition that the advertiser accepts "dual responsibility" for prepayment if the agency does not remit by due date.
26. The Publisher reserves the right to change advertising rates and policies set forth at any time upon thirty (30) days notice.
27. Ads will not run if any outstanding balance remains.
28. Statement of Guarantee: Uniform rates and discounts are guaranteed to all advertisers using same amount and kind of space; no exceptions to published rates.

The above policies are also in effect for all forms of electronic advertising including advertising on the Publisher's website.

Please direct questions, insertion orders and ad materials to: Advertising Dept., PDV Foundation, Inc, 629 North 8th Street, Suite 203, Sheboygan, WI 53081-4502, Phone 920-457-4033, Fax 920-457-4011, Email advertising@advancingosp.org.

Business

Contact (*Authorized Business Representative*)

I agree with the above terms and conditions.

Signature

Date

PDV • FOUNDATION
Inc.

629 North 8th Street
Sheboygan, WI 53081-4502
Phone 920 457 4033
Fax 920 457 4011
www.advancingosp.org