

FISHERIES

AMERICAN FISHERIES SOCIETY

5410 Grosvenor Lane, Suite 110, Bethesda, Maryland 20814-2199 • (301) 897-8616 • Fax (301) 897-8096

Advertising Insertion Order and Frequency Agreement

Date _____ Current Advertiser _____ New Advertiser _____

_____ (advertiser) hereby contracts for _____ (frequency) issues within the period of (12) months commencing _____, 20__ and ending _____, 20__ and agrees to be responsible for payment.

Each insertion will be billed at the applicable rate for the size of the ad. The advertiser may terminate this contract in writing any time prior to a subsequent monthly deadline, but advertiser will then be charged and agrees to pay for space used under this contract at the rate earned rather than the rate contracted for.

Notice of any change in contract should be given 30 days prior to the closing date of the next scheduled issue. All cancellations shall be in writing. Neither the advertiser nor the agency may cancel an ad after the closing date. (See rate card for closing dates.) If new copy is not provided by the closing date, the preceding advertisement will be repeated.

AFS reserves the right to reject or cancel an ad at any given time due to professional or ethical considerations. Advertiser and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher from their advertising.

Any revision or special handling of negatives or disks will be billed to the advertiser. Additional fees will be charged for any artwork not meeting electronic and size specifications and or received after deadline date. Any production charges incurred are non-commissionable. Requested positions are not guaranteed unless stated as a paid position. Any invoices outstanding for more than 60 days will not be allowed to place additional advertisements in the magazine until all past accounts are paid in full.

Insertion Dates

January February March April May June July August September October November December

Artwork

New ad is enclosed Ad will follow Use ad currently on file Color B/W Ad Size _____

Cost

B/W Gross Rate: \$ _____

Premium Position: \$ _____

Color Charge: \$ _____

Gross Rate: \$ _____

Agency Discount: \$ _____

Net Rate: \$ _____

____ If New Advertiser please include payment for first insertion
Amount enclosed \$ _____

Party responsible for payment: _____

Company Name _____

Name of Agency (if applicable) _____

Contact _____

Contact _____

Address _____

Address _____

Address _____

Address _____

Phone _____

Phone _____

Fax _____

Fax _____

Email _____

Email _____

Authorized by _____

Authorized by _____