

# GAMA INTERNATIONAL JOURNAL

2012 ADVERTISING INSERTION ORDER

For more information or additional insertion orders, go to [gamaweb.com/advertise](http://gamaweb.com/advertise).

DATE \_\_\_\_\_

ADVERTISER (COMPANY OR ENTITY) \_\_\_\_\_

ADVERTISING AGENCY (IF APPLICABLE) \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE & ZIP \_\_\_\_\_

CLIENT APPROVAL SIGNATURE \_\_\_\_\_

ADVERTISING AGENCY SIGNATURE \_\_\_\_\_

**FREQUENCY**

1x     3x     6x

**COLOR**

Black & White     Full Color

ISSUE	RESERVE SPACE BY	SUBMIT ART BY
<input type="checkbox"/> JAN/FEB 2012	Nov. 21, 2011	Nov. 28, 2011
<input type="checkbox"/> MAR/APR 2012	Jan. 23, 2012	Jan. 30, 2012
<input type="checkbox"/> MAY/JUN 2012	March 26, 2012	Apr. 2, 2012
<input type="checkbox"/> JUL/AUG 2012	May 14, 2012	May 21, 2012
<input type="checkbox"/> SEP/OCT 2012	July 23, 2012	July 30, 2012
<input type="checkbox"/> NOV/DEC 2012	Sept. 24, 2012	Oct. 1, 2012

**SIZE/POSITION**

Center 2-page spread     2-page spread     Full page     1/2-page horizontal     1/2-page vertical  
 Cover 2     Cover 3     Cover 4

**MATERIALS\***

Pick up from previous *GAMA International Journal* issue:     Materials enclosed  
 Month & Year \_\_\_\_\_ / Page \_\_\_\_\_     Materials will be submitted by \_\_\_\_\_

\*See media kit for ad specifications. Ads prepared incorrectly could incur additional charges.

**ADVERTISING CHARGES**

Charge for ad size/frequency \$ \_\_\_\_\_ (please see the media kit for the complete price list)  
 Color charge \$ \_\_\_\_\_ (add \$1,100 to the black & white rate for color ads; this charge does not apply to covers)  
 Special position charge \$ \_\_\_\_\_ (add 10% charge for special position; this charge does not apply to covers)  
 Ad agency discount \$ \_\_\_\_\_ (subtract 15% for recognized ad agency discount)  
**Total Cost** \$ \_\_\_\_\_

**PAYMENT**

Check enclosed (made payable to GAMA International)  
 Invoice me at time of publication  
 Charge my credit card     VISA     MasterCard     AMEX

ACCT. NO. \_\_\_\_\_

EXP. DATE \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

CARDHOLDER'S NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**TO SUBMIT AN AD** to the *GAMA International Journal*:

- Fax** your insertion order to Kathryn Hoch at 571-499-4302.
- Upload electronic files to:**  
<http://dropbox.yousendit.com/GAMAIInternational>

**FOR MORE INFORMATION**

Contact Kathryn Hoch, national account executive, at 571-499-4323 or [khoch@gamaweb.com](mailto:khoch@gamaweb.com).

## GAMA INTERNATIONAL JOURNAL ADVERTISING TERMS AND CONDITIONS

1. No advertisements that sell commissionable products (with the exception of individual or group health insurance, disability insurance, long-term care, medical supplement, dental or eye care insurance, group legal, and international travel medical and disability insurance) will be accepted by the *GAMA International Journal* (the *Journal*). Recruiting ads are not accepted.
2. It is agreed by the parties to this contract that the final determination for acceptance or rejection of any advertisement shall be made by the *Journal* editor. As a general guideline to prospective advertisers, the editor may reject a proposed advertisement if it: (a) might be offensive to the readership; (b) contains clauses or statements that are false, misleading, deceptive, defamatory, vague, extravagant, or exaggerated; (c) makes comparative claims singling out other companies that are not readily subject to verification; (d) is submitted by an advertiser or agency with a past-due or unpaid liability to GAMA International; (e) would not comply with insurance or other laws or regulations of a state, states, or any federal laws; or (f) would be offensive to GAMA International's Code of Ethics or other official policy adopted by GAMA International. The publisher's right to reject, discontinue, or omit any advertising or any part thereof shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
3. Advertisers and advertising agencies are jointly responsible for payment of all insertions. Advertiser/advertising agency agrees to pay a monthly interest charge of 1.5 percent on all invoices more than 30 days past due.
4. One copy of each issue of the *Journal* containing the advertisement will be mailed without charge to the advertiser.
5. Insertion instructions must be supplied in writing for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, cost, identification of advertisement (proof of ad to be furnished) plus any special instructions such as bleed, color, and so forth. Verbal agreements are not recognized.
6. No conditions, printed or otherwise, appearing on the insertion order, billing instruction, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher unless agreed to by the publisher.
7. A contract in effect before the effective date of new rates (if applicable) will be honored at the old rates until it expires, with the expiration date not to exceed one year from the date of the first insertion.
8. For multiple insertions, previous copy will be repeated if new materials are not received by closing date.
9. The publisher must be contacted regarding production specifications and total number of inserts required for any issue. Quantity varies according to membership. The publisher must approve all copy, paper, and layout before insert is printed. If this requirement is not complied with, publisher will not accept responsibility for inserts. Publisher controls location of insert.
10. Cancellations are not accepted and copy corrections are not guaranteed after space closing date.
11. Commission in the amount of 15 percent of the gross rate is permitted for recognized advertising agencies on charges for space, color, and position. Commission is not permitted on other production charges. No cash discounts.
12. A contract year is 12 consecutive months, starting from the date of the first insertion. The *Journal* is published bimonthly.
13. Insertion orders should specify a definite schedule of insertions, issues, and sizes of space.
14. A signed insertion order is construed as an acceptance of all of the rates and conditions under which advertising is sold.
15. Either party may discontinue contracts on 90 days' written notice. However, the remainder of the contract will be short-rated accordingly.
16. Cancellation of insertion orders forfeits the right to position protection.
17. The publisher reserves the right to give better position than specified in the order at no increase in rate.
18. Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted matter) of advertisement printed or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisement pursuant to the advertisers' or agency's order. Advertiser and advertising agency acknowledge that, to the best of their knowledge and belief, products and services advertised meet the requirements of applicable state and federal laws and are as warranted.
19. The publisher's liability for any error will not exceed the charge for the advertisement in question.
20. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
21. Publisher is not liable for delays in delivery or nondelivery in the event of an act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner.
22. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
23. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" at the top of an advertisement that, in the publisher's opinion, resembles editorial matter.
24. The publisher will destroy all advertising materials within one year if disposition instructions are not furnished.
25. If more or fewer insertions are used within one year than are specified in the order, charges will be adjusted in accordance with established rates.
26. The advertisers' index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above its space order. The publisher, therefore, does not assume liability for errors in the index, notwithstanding all normal precautions.
27. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged according to the terms of the schedule in force without further notice.
28. The publisher assumes no liability for errors or omissions in key numbers, its readers' service section, readers' service numbers, or advertiser's index.
29. Advertisements ordered set and not used will be charged for composition.
30. Any production charges incurred by the *Journal* for advertising material not received in the specified formats and requirements will be charged back to the advertiser, plus 10 percent. Ad agencies: these charges are noncommissionable.