



Advertising Insertion Order WEB BANNER AD

NASFM is hereby authorized to publish the web advertisement of:

- 1 READ and VERIFY information.
- 2 PRINT a copy.
- 3 SIGN and FAX to Susan Kimelman, F: 954.893.7500
- 4 CREATE BANNER AD and E-MAIL materials to Yvette Wasserman, P: 954.893.7300, ext. 4823, E: yvettewasserman@nasfm.org

ADVERTISER

Company Name _____

Billing Address _____

City _____ State _____

Country _____ ZIP/Postal Code _____

Phone _____ Fax _____

Contact Name _____

E-mail _____

Website _____

AGENCY

Company Name _____

Billing Address _____

City _____ State _____

Country _____ ZIP/Postal Code _____

Phone _____ Fax _____

Contact Name _____

E-mail _____

URL that ad should link to when clicked:

Banner Type Standard Banner Animation

BANNER AD INFORMATION

Banner ads are sold on a monthly basis, with discounted rates available for frequency. *Banner ads are sold net of agency commission.*

Banner Ad Placement

Banner ads appear, on a rotating basis, throughout the www.nasfm.org and www.retailfix.org web sites, and can be customized to reach retail fixture specifiers and purchasers or companies that provide products and services for retail environments. This can include all sections of the site—including Fixture Finder search, summary, and results pages. Call Susan Kimelman, 954.241.4812, to develop a strategy that fits your company's needs.

Insertion Deadlines

Ads are posted at the beginning of the month, unless otherwise requested. Ads are due two weeks prior to ad launch date.

INVOICE TO Advertiser Agency

COMMITMENT

Number of months _____

Beginning (mm/dd/yyyy) _____

Ending (mm/dd/yyyy) _____

BANNER AD RATES

Frequency	Net Rate
<input type="radio"/> 1-2x	\$545
<input type="radio"/> 3-6x	\$500
<input type="radio"/> 7-9x	\$454
<input type="radio"/> 10-12x	\$363
<input type="radio"/> 13+x	\$227
TOTAL	\$

Advertisement authorized by:

Name (print) _____

Signature _____

Company _____

Date _____

By signing above, I acknowledge that I have read and agree to the Publisher's Conditions and Copy Regulations.

BANNER AD SIZE

60 pixels
high

468 pixels wide

BANNER AD SPECS

File Dimensions: 468 pixels wide x 60 pixels high

File Type: JPEG, GIF or animated GIF (limited to four loops)

File Size: Limited to 15K

Colors: RGB

EDITOR

Tracy Dillon
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ADVERTISING SALES

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nasfm

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PUBLISHER'S CONDITIONS AND COPY REGULATIONS

(Publisher as used in the following refers to Corporate Image Consulting, NASFM, its officers and staff.)

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The publisher's liability for any error will not exceed the charge for the advertisement in question.
3. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
4. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. Banner ads that are designed by the publisher and not used by the advertiser will be charged for composition and other direct expenses.
6. Advertisers will be short-rated, consistent with the terms herein, if within any 12-month period from the date of first insertion they do not complete the program upon which the billings have been based. Failure to complete order as written to qualify for any published Bonus Program for Frequency Advertisers will result in the loss of all discounts. Advertiser will be billed at published rates and for all items received through Bonus Program for Frequency Advertisers.
7. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
8. Advertisers who do not meet the publisher's credit criteria will be required to lodge a credit card as security for their banner ad insertion orders.
9. Payment terms are net 30 days. Overdue accounts may be charged 1 1/2 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. A contract may be suspended or canceled upon 5 days written notice received by the publisher prior to scheduled posting of the banner ad, and rate will be adjusted to that earned by actual length of posting.
11. All prices quoted are net and do not qualify for any agency commissions.
12. In the event of non-payment, the publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
13. The publisher offers no cash discounts.
14. Verbal agreements are not recognized.
15. In the event of non-payment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the jurisdictional site shall be the state of Florida.
16. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract, when they conflict with these terms and conditions or any amendment hereto.
17. All advertisements are accepted for the web site entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the posting of advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the posting of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
18. Advertising insertion is conditioned upon acceptance of the publisher.
19. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the state of Florida, USA.
20. Banner advertisements must keep with the general purpose of the NASFM web site, which is to educate and inform NASFM members, store fixture manufacturers, retailers, designers, and suppliers about the association and the industry it serves.