

bulletin

The official member magazine of the
American Academy of Otolaryngology—Head and Neck Surgery

The only magazine reaching
all 12,000 members of AAO-HNS

2016 ADVERTISING & MARKETING OPPORTUNITIES

- AUDIENCE PROFILE
- EDITORIAL CALENDAR
- RATES
- ADVERTISING SPECIALS



AMERICAN ACADEMY OF
OTOLARYNGOLOGY—
HEAD AND NECK SURGERY

GET YOUR MESSAGE TO AAO-HNS MEMBER DOCS ALL YEAR LONG!

AAO-HNS members fall into three primary subspecialties:

GENERAL OTOLARYNGOLOGY **49%**

HEAD AND NECK SURGERY **11%**

FACIAL PLASTIC SURGERY **10%**

Other subspecialties include:

PEDIATRIC OTOLARYNGOLOGY 8%

NEUROTOLOGY 5%

OTOLOGY 5%

RHINOLOGY 4%

LARYNGOLOGY 4%

ALLERGY 2%

SLEEP MEDICINE 1%



15%
of members
are certified in
three or more
subspecialties

AAO-HNS members work in a range of occupational settings



Academic Faculty	20%
Group Single-Specialty	17%
Academic Resident/Fellow	14%
Solo	13%
Group Multi-Specialty	7%
Partnership	4%
Government	3%
Industry	3%
Full-Time Research	2%
HMO	2%
Military	2%

Based on a profile of AAO-HNSF Annual Meeting & OTO EXPOSM attendees and AAO-HNS member surveys.

Contact your account manager to reserve your preferred placement.

Katie Bollegar (companies A-L)
913-344-1322
Fax: 913-945-1942
kbollegar@ascendintegratedmedia.com

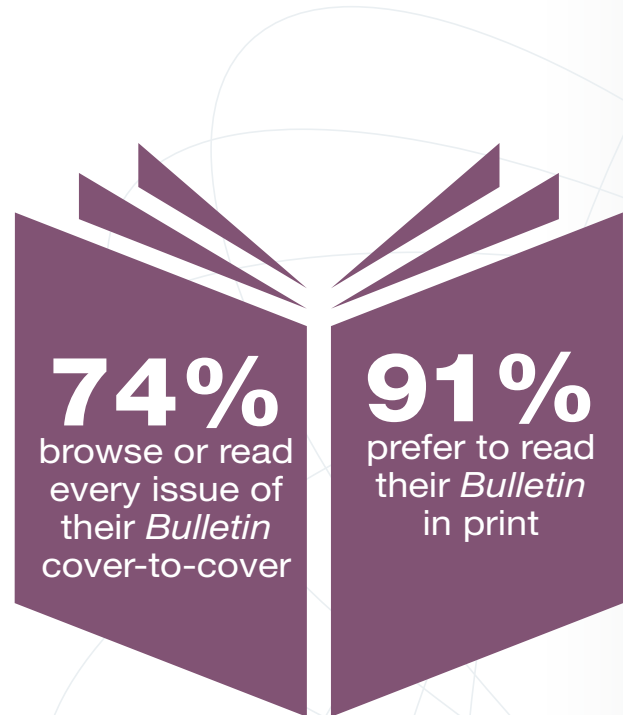
Suzee Dittberner (companies M-Z)
913-344-1420
Fax: 913-945-1942
sdittberner@ascendintegratedmedia.com

BULLETIN READERS BUY YOUR PRODUCTS!

89% purchase or recommend products and services used in their practices

- Audiometric Equipment
- Business Services
- Computers
- Ear Molds
- Ear Surgery Instruments
- Education
- Hearing Testing Devices
- Imaging Equipment
- Instrumentation
- Medical Disposable Equipment
- Microscopes
- Nasal Surgery Products
- Office Equipment
- Pharmaceuticals
- Practice Management
- Recruitment
- Refurbished Equipment
- Scientific Publications
- Sleep/Snoring Products
- Surgical Instruments & Accessories
- Tinnitus Treatment
- Tubes: General
- Tubes: Tracheostomy
- Video/Photography
- Voice Restoration Prostheses

And more...



Top three reasons AAO-HNS members read the *Bulletin*

- 1** Keep up with AAO-HNS thought leaders
- 2** Learn and understand about regulatory issues
- 3** Access the latest information regarding quality and research topics

Based on a profile of AAO-HNSF Annual Meeting & OTO EXPOSM attendees and AAO-HNS member surveys.

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Make the most of your booth with AAO-HNS/F Annual Meeting and OTO EXPO **SPECIAL MEETING BUNDLES!**

Silver Bundle \$12,000

- Three ads in the *Bulletin*
- Junior-page ad for four days in the AAO-HNS/F Annual Meeting Show Daily*
- Full banner ad on the AAO Annual Meeting website landing page for six months
- Free product showcase ad in AAO-HNS/F Annual Meeting Show Daily*

Gold Bundle \$19,000

- Six ads in the *Bulletin*
- Full-page ad for four days in the AAO-HNS/F Annual Meeting Show Daily*
- Leaderboard ad on the AAO Annual Meeting website landing page for six months
- Free product showcase ad in AAO-HNS/F Annual Meeting Show Daily*

Platinum Bundle \$29,000

- 10 ads in the *Bulletin*
- Full-page ad for four days in the AAO-HNS/F Annual Meeting Show Daily*
- Rectangle ad in all four issues of the AAO Annual Meeting Show eDaily* sent to approximately 12,000 members
- Free product showcase ad in AAO-HNS/F Annual Meeting Show Daily*



A savings of \$4,150!



A savings of \$5,385!



A savings of \$6,890!

*Must be an AAO Annual Meeting exhibitor to advertise.
All rates are net. Cancellations are nonrefundable.

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HIGH IMPACT OPTIONS

Get your brand on the front page with our new **Cover Tip!**

\$4,875 plus production

Inserts are also available to really showcase your product or service!

2-page, 1X – \$3,900 plus production

4-page, 1X – \$6,800

(Frequency discounts will be added for inserts in more than one issue. Contact your sales rep for mechanical specifications.)



New for 2016!

Online website advertising

The AAO-HNS/F is the premier organization representing nearly 12,000 otolaryngologist—head and neck surgeons worldwide. Its website, www.entnet.org, is the most visited webpage in the specialty.

Leaderboard – \$720 per month

Tower Ad – \$515 per month

317

average unique monthly visits

1,565

Average monthly page views

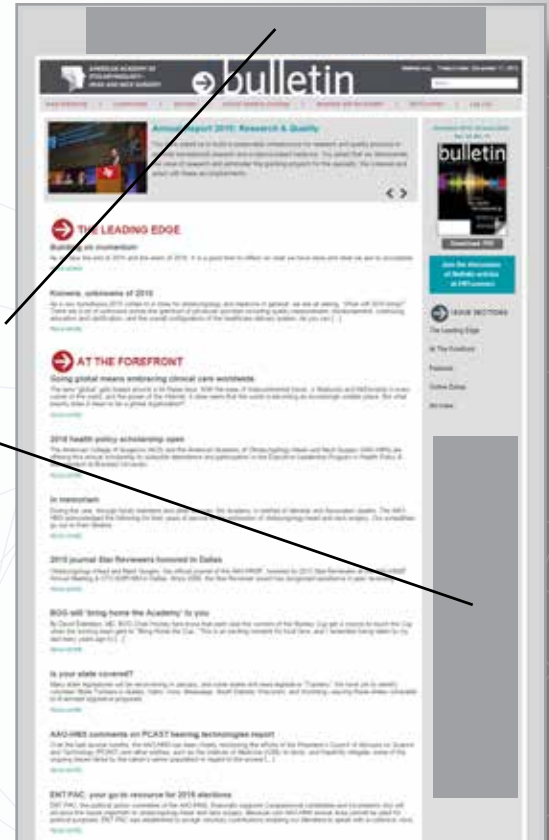


3.69 MINUTES

In the past 12 months, readers spent an average of 3.69 minutes per visit with the online *Bulletin*.

LEADERBOARD AD

TOWER AD



2016 EDITORIAL CALENDAR

	DEC/JAN	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Focus		Kids ENT Health Month	World Voice Day Issue	All Specialties Focus	Annual Meeting Preview	Health Policy Issue
Editorial Coverage	<ul style="list-style-type: none"> • 2015 Annual Report • 2015 Committee Highlights 	<ul style="list-style-type: none"> • CPG Guidelines Update on Otitis Media Summary Adaptation • Leadership Forum & Board of Governors Spring Meeting with review of legislative and regulatory issues • Opportunities for women in otolaryngology, residents and young physicians 	<ul style="list-style-type: none"> • World Voice Day is April 16, and AAO-HNS is on the world's stage with this special issue! • Regent – ENT Clinical Data Registry 	<ul style="list-style-type: none"> • Otolaryngology: All Specialties • Prep for May's Better Hearing and Speech Month • Candidates for AAO-HNS/F Statements are featured 	<ul style="list-style-type: none"> • AAO-HNSF 2016 Annual Meeting & OTO EXPO Preview issue (Contact: AAO Department Communications for information on exhibit and support opportunities) 	<ul style="list-style-type: none"> • The issue our members await each year for its coverage of the trends impacting their practice! • Proposed Budget
Ad Sales Close	Oct. 12, 2015	Dec. 17, 2016	Jan. 19, 2016	Feb. 28, 2016	March 23, 2016	April 27, 2016
Materials Due	Nov. 6, 2015	Jan. 7, 2016	Feb. 5, 2016	March 7, 2016	April 4, 2016	May 16, 2016
Related Products & Services		<ul style="list-style-type: none"> • OTO Scopes • Hearing Services • Patient Information • Electronic Health Record Systems 	<ul style="list-style-type: none"> • Surgical Equipment for Voice • Electronic Health Record Systems • Coding Systems and Consultants 	<ul style="list-style-type: none"> • Hearing Services • Surgical Equipment for Voice • Electronic Health Record Systems • Coding Systems and Consultants 	<ul style="list-style-type: none"> • AAO-HNS Corporate Sponsors • Industry Roundtable Sponsors • Annual Meeting Exhibitors (especially those with new products) 	<ul style="list-style-type: none"> • Insurance companies EHRs • Coding Companies

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
Special Focus		Technology Issue	Annual Meeting Issue		
Editorial Coverage	<ul style="list-style-type: none"> • Research, Quality and Patient Safety • Report from Residents and Fellows-in-Training 	<ul style="list-style-type: none"> • The Annual Meeting EXPO and Technology Issue • Spotlight on "Showcases" at Annual Meeting • Board of Governors Candidates for Leadership • Board of Governor's Awards 	<ul style="list-style-type: none"> • Professional Education • International Focuses <div data-bbox="714 1449 909 1638" style="text-align: center;"> <p>BONUS DISTRIBUTION: AAO-HNSF Annual Meeting and OTO EXPO Sept. 18-21, 2016</p> </div>	<ul style="list-style-type: none"> • Patient Information Compendium • New President's first column • Membership: The Benefit Factor • 2016 Quality & Safety Programs • Regent – ENT Clinical Data Registry Update 	<ul style="list-style-type: none"> • 2016/17 AAO-HNS/F Committee Rosters • Smoke-Out Observation
Ad Sales Close	May 17, 2016	June 22, 2016	July 21, 2016	Aug. 16, 2016	Sept. 21, 2016
Materials Due	June 6, 2016	July 8, 2016	Aug. 8, 2016	Aug. 30, 2016	Oct. 6, 2016
Related Products & Services	<ul style="list-style-type: none"> • Electronic Health Record Systems • Coding Systems and Consultants 	<ul style="list-style-type: none"> • Tech products • Companies producing "Showcases" at Annual Meeting • OTO EXPO exhibitors 	<ul style="list-style-type: none"> • Companies that reserved special Annual Meeting products bundle • OTO EXPO exhibitors 	<ul style="list-style-type: none"> • Surgical Equipment for Voice • Electronic Health Record Systems • Coding Systems and Consultants 	<ul style="list-style-type: none"> • Smoking Cessation • Surgical Instruments for Head and Neck Cancer • Sinus Scope Devices

BUY SIX ADS
GET ONE
FREE!

BUY 11 ADS
GET TWO
FREE!

RATES

Content from the printed *Bulletin* will be displayed online on the main *Bulletin* website for the month in which it is current. Each issue is archived within the *Bulletin* section of entnet.org website

Display ads

Display ads will also be posted online with that issue's *Bulletin*.
Online display ad links to URL of advertiser's choosing.

DISPLAY AD FREQUENCY AND RATES

Ad Unit	1x	3x	6x	11x
Four-Color				
Back Cover	\$3,225	\$3,130	\$3,085	\$2,975
Inside Front Cover	\$2,900	\$2,815	\$2,775	\$2,680
Inside Back Cover	\$2,795	\$2,710	\$2,675	\$2,580
Opposite Table of Contents	\$2,685	\$2,610	\$2,570	\$2,480
Opposite President's page	\$2,685	\$2,610	\$2,570	\$2,480
Full Page	\$2,150	\$2,085	\$2,055	\$1,985
1/2 Page Horizontal	\$1,780	\$1,760	\$1,730	\$1,690
1/3 Page	\$1,710	\$1,675	\$1,640	\$1,595
1/4 Page	\$1,035	\$1,005	\$980	\$955
1/6 Page	\$450	\$425	\$390	\$365

Publication dates	Space close	Materials due*
February	Dec. 17	Jan. 7
March	Jan. 19	Feb. 5
April	Feb. 28	March 7
May	March 23	April 4
June	April 27	May 16
July	May 17	June 6
August	June 22	July 8
September	July 21	Aug. 8
October	Aug. 16	Aug. 30
November	Sept. 21	Oct. 6
Dec/Jan	Oct. 26	Nov. 19

Recruitment ads

RECRUITMENT AD FREQUENCY AND RATES

Ad Unit	1x	3x	6x	11x
Black and White (Classified only)				
Full Page	\$1,405	\$1,345	\$1,320	\$1,245
1/2 page horizontal	\$1,050	\$1,030	\$1,000	\$960
1/2 page vertical	\$1,050	\$1,030	\$1,000	\$960
1/4 Page	\$900	\$860	\$790	\$740

Four-color available - \$400 charge

*Space extensions may be available for recruitment ads upon request. Issues mail the first week of each month.

Publication dates	Space close	Materials due*
February	Jan. 7	Jan. 11
March	Feb. 3	Feb. 5
April	March 8	March 10
May	April 7	April 11
June	May 12	May 16
July	June 2	June 6
August	July 7	July 11
September	Aug. 4	Aug. 8
October	Aug. 30	Sept. 1
November	Oct. 6	Oct. 10
Dec/Jan	Nov. 10	Nov. 14

Contact your account manager to reserve your preferred placement.

Katie Bollegar (companies A-L)
913-344-1322
Fax: 913-945-1942
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MECHANICAL SPECIFICATIONS

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (18-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page.)
- URL for linking online version of display ad.

Document setup

- Use Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be OpenType (Type 1 and Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

Proofs

Contract proofs are recommended for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at www.swop.org. Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

Specifications for landing and content pages

- Leaderboard and tower ads must in GIF, JPG or SWF format at 72 dpi, RGB and submitted at actual size.
- For linked ads, URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb–125kb.
- All third-party vendor-supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

Submitting digital files

You will receive an email address for file submission approximately six weeks prior to the materials deadline. If you have questions before this time, please contact your Ascend Integrated Media representative.

Important notes

- All advertising is subject to AAO-HNS approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline.
- All signed agreements are firm. Cancellations are nonrefundable.
- No cash discounts accepted.
- Members receive a 20% discount on advertising.

Please remit payments to:

Ascend Integrated Media LLC
P.O. Box 870939
Kansas City, MO 64187-0939

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

PRINT AD SIZES AND DIMENSIONS

(width x height)

Publication size: 8-3/8" x 10-7/8" (trim)

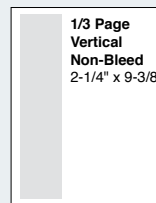
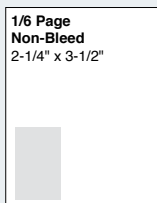
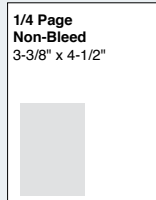
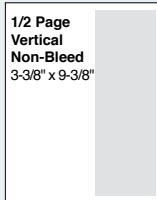
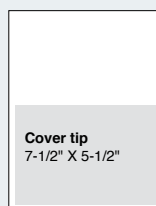
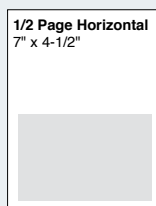
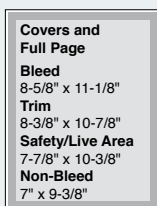
Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

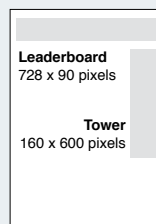
Full-Page Spread ads should be submitted as single-page files.

Additional marketing opportunities: cover tips, belly bands and inserts are accepted. Call a sales representative for details.



ONLINE AD SIZES AND DIMENSIONS

(width x height)



AAO-HNS Member
Discount: 20%

All rates are net. Cancellations are non-refundable.

Contact your account manager to reserve your preferred placement.

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Fax: 913-945-1942
kbollegar@ascendintegratedmedia.com

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sdittberner@ascendintegratedmedia.com

ASCEND MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC
All advertising subject to AAO-HNS approval.

AAO-HNS Bulletin and AAO-HNS Online Bulletin

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:

Advertiser: _____ Agency (if applicable): _____
 Billing Information: Agency Advertiser Contact Name: _____
 Billing Address: _____ City, State, Zip: _____
 Phone: _____ Fax: _____ E-mail: _____



AAO-HNS Bulletin 2016

Ad Unit (Four-Color)	1x	3x	6x	11x
Premium Positions				
Back Cover	___ \$3,225	___ \$3,130	___ \$3,085	___ \$2,975
Inside Front Cover	___ \$2,900	___ \$2,815	___ \$2,775	___ \$2,680
Inside Back Cover	___ \$2,795	___ \$2,710	___ \$2,675	___ \$2,580
Opp Table of Contents	___ \$2,685	___ \$2,610	___ \$2,570	___ \$2,480
Opp President's page	___ \$2,685	___ \$2,610	___ \$2,570	___ \$2,480
Cover tip	___ \$4,875	___ \$4,725	___ \$4,500	___ \$4,350
Inserts	2-page ___ \$3,900	___ \$3,780	___ \$3,600	___ \$3,400
	4-page ___ \$6,800	___ \$6,590	___ \$6,350	___ \$6,120
Full Page	___ \$2,150	___ \$2,085	___ \$2,055	___ \$1,985
1/2 Page Horizontal	___ \$1,780	___ \$1,760	___ \$1,730	___ \$1,690
1/2 Page Vertical	___ \$1,780	___ \$1,760	___ \$1,730	___ \$1,690
1/3 Page Vertical	___ \$1,710	___ \$1,675	___ \$1,640	___ \$1,595
1/4 Page	___ \$1,035	___ \$1,005	___ \$980	___ \$955
1/6 Page	___ \$450	___ \$425	___ \$390	___ \$365

AAO-HNS Bundles 2016

Silver	___ \$12,000
Gold	___ \$19,000
Platinum	___ \$29,000

AAO-HNS Online Bulletin 2016

Leaderboard	Tower
___ \$720 per month	___ \$515 per month
___ Jan. ___ Feb. ___ Mar. ___ Apr. ___ May ___ June	
___ July ___ Aug. ___ Sept. ___ Oct. ___ Nov. ___ Dec.	

Please write your initials next to selected ad sizes & color.

Total Amount: \$ _____ AAO Member No. _____

Sales contacts

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 Fax: 913-945-1942
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 913-344-1420
 Fax: 913-945-1942
 sdittberner@ascendintegratedmedia.com

AAO Bulletin 2016 deadlines

Please check box next to month to secure space

- February**
Space reservation due: Dec. 17
Materials due: Jan. 7
- March**
Space reservation due: Jan. 19
Materials due: Feb. 5
- April**
Space reservation due: Feb. 28
Materials due: Mar. 7
- May**
Space reservation due: Mar. 23
Materials due: Apr. 4
- June**
Space reservation due: Apr. 27
Materials due: May 16
- July**
Space reservation due: May 17
Materials due: June 6
- August**
Space reservation due: June 22
Materials due: July 8
- September**
Space reservation due: July 21
Materials due: Aug. 8
- October**
Space reservation due: Aug. 16
Materials due: Aug. 30
- November**
Space reservation due: Sept. 21
Materials due: Oct. 6
- December/January 2017**
Space reservation due: Oct. 26
Materials due: Nov. 19

Online Bulletin 2016 deadlines

Please check box next to month to secure space

- February**
Space reservation due: Jan. 18
Materials due: Jan. 25
- March**
Space reservation due: Feb. 16
Materials due: Feb. 23
- April**
Space reservation due: Mar. 18
Materials due: Mar. 25
- May**
Space reservation due: Apr. 15
Materials due: Apr. 22
- June**
Space reservation due: May 18
Materials due: May 25
- July**
Space reservation due: June 17
Materials due: June 24
- August**
Space reservation due: July 18
Materials due: July 25
- September**
Space reservation due: Aug. 18
Materials due: Aug. 25
- October**
Space reservation due: Sept. 18
Materials due: Sept. 25
- November**
Space reservation due: Oct. 18
Materials due: Oct. 25
- December/January 2017**
Space reservation due: Nov. 16
Materials due: Nov. 23

Terms

- Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A signed copy of this agreement is binding.
- Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.
- All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.
- Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title _____ PO# (if necessary) _____



ASCEND MEDIA ADVERTISING AGREEMENT

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All advertising subject to AAO-HNS approval.

AAO-HNS Bulletin Classified Advertising

Please fill out this form to place an order and TO BE INVOICED according to the Terms below:



Advertiser: _____

Agency (if applicable): _____

Billing Information: Agency Advertiser

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

AAO-HNS Bulletin 2016

Ad Unit	1x	3x	6x	11x
Black-and-white (Classified only)				
Full Page	___ \$1,405	___ \$1,345	___ \$1,320	___ \$1,245
1/2 page horizontal	___ \$1,050	___ \$1,030	___ \$1,000	___ \$960
1/2 page vertical	___ \$1,050	___ \$1,030	___ \$1,000	___ \$960
1/4 Page	___ \$900	___ \$860	___ \$790	___ \$740

Four-color ___ \$400

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Katie Bollegar (companies A-L)
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Suzee Dittberner (companies M-Z)
 913-344-1420
 Fax: 913-945-1942
 sdittberner@ascendintegratedmedia.com

Please write your initials next to selected ad sizes & color.

Total Amount: \$ _____ AAO Member No. _____

Bulletin 2016 deadlines Classified Advertising

Please check box next to month to secure space

- February**
Space reservation due: Jan. 7
Materials due: Jan. 11
- March**
Space reservation due: Feb. 3
Materials due: Feb. 5
- April**
Space reservation due: March 8
Materials due: March 10
- May**
Space reservation due: April 7
Materials due: April 11
- June**
Space reservation due: May 12
Materials due: May 16
- July**
Space reservation due: June 2
Materials due: June 6
- August**
Space reservation due: July 7
Materials due: July 11
- September**
Space reservation due: Aug. 4
Materials due: Aug. 8
- October**
Space reservation due: Aug. 30
Materials due: Sept. 1
- November**
Space reservation due: Oct. 6
Materials due: Oct. 10
- December/January 2017**
Space reservation due: Nov. 10
Materials due: Nov. 14

Terms

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TO PAY BY CREDIT CARD, please contact your sales representative by phone or e-mail. Credit card payment is quick, easy and secure.

I have read and agree to the terms as set forth on this document.

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