

Display Advertising Insertion Order

Advertising Contact Name _____ Email _____

Institution _____

Address _____

City _____ State/Prov _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____

What Web address would you like hyperlinked on our Web page? _____

Agency Contact Name _____ Email _____

Firm Name _____

Address _____

City _____ State/Prov _____ Country _____ Zip/Postal Code _____

Phone _____ Fax _____

We authorize advertising insertion(s) in *BizEd* magazine in the following issue(s):

- January/February 20__ March/April 20__ May/June 20__
 July/August 20__ September/October 20__ November/December 20__

Our advertisements will be: 4-color Bleed 2-Page Spread 1/2 Page Horizontal 1/3 Page Vertical
 2-color Non-Bleed Full Page 1/2 Page Vertical 1/4 Page
 B&W 2/3 Page 1/3 Page Square

Our ads will run at the: 1x - 2x Rate 3x - 5x Rate 6x Rate

This advertisement is: New Not changing Changing, new ad is attached

The per ad rate is: (not including production costs) _____ USD

The editors of *BizEd* magazine determine ad placement according to editorial content and cannot guarantee placement. "Special positions" are available at a premium charge of 10 percent and are reserved on a first-come, first-served basis subject to availability.

Ad Headline _____ Purchase Order # _____

Other Special Instructions _____

Billing Instructions: (check one) Direct to Advertiser Through Ad Agency Above c/o _____

Authorized By: Advertiser Ad Agency

Name/Title (print) _____

Signature _____ Date _____

Please fax your completed form to +813-769-6559 Attention: BizEd Ads

General Advertising Terms & Provisions

All insertion orders for advertising in *BizEd* are accepted subject to the terms and provisions of the current rate card. Only publication of the advertisement represents acceptance of the advertisement. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with the publisher's stated policies and current rate card will be binding on the publisher.

Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable at time of insertion.

Publisher reserves the right to refuse or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. All contents of advertisements are subject to approval.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher shall not have any liability for errors or omissions in type set by publisher, advertiser's index, or listings. The publisher's liability for any error shall not exceed the charge for the ad in question.

The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting the production or delivery in any manner.

All position instructions that appear on insertion orders will be treated as requests and will not be guaranteed without written approval of the publisher.

The publisher may insert the word "Advertisement" prominently into any advertisement that simulates editorial content.

Advertisements are accepted with the understanding that the advertiser and its agency have the right to publish the contents thereof. In consideration of publication of the

advertisement, the advertiser and its agency, jointly and severally, will indemnify and hold harmless AACSB and its officers, agents, employees, against all expenses (including legal fees) and losses resulting from the publication of contents of the advertisement, including and without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

Payment terms are net 30 days with approved credit. Interest charge of 1.5 percent per month applicable on past due accounts.

Publisher reserves the right to hold advertiser and/or its ad agency jointly and/or severally liable for payment of such monies as are due and payable to the publisher. Sequential liability clauses will not be accepted.

Cancellations for reserved space are not accepted after the closing date. No cancellation will be accepted without written acknowledgement from AACSB confirming receipt. Cover contracts cannot be cancelled. Late delivery of materials may incur forfeiture of space at full cost.

Publisher reserves right to repeat the previous issue ad of all advertisers if instructions are not received by the closing date.

Rates are based on the number of insertions run in a contract year (12 consecutive months). If, within the 12 consecutive months, more or fewer insertions are used than specified, the rates will be credited or short-rated accordingly at the end of the contract period. Two-page spreads count as two insertions toward the earned frequency discount. Rate protection for frequency discounts provided on signed one-year contracts.

For advertising agencies only, *BizEd* offers a 15 percent discount for ads provided payment is received in full within 30 days of invoice date. This agency discount only applies to gross billing of space, special position, and color. All advertising production work is not commissionable. Commissions are not allowed on invoices 45 days past due.