

Advertising Insertion Order



Digital Banner Advertising - BizEd.aacsb.edu

Contact Name _____ Title/Position _____

Organization/Institution _____

Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Country _____ Email _____ Phone _____

Ad Start Date and End Date (mm/yyyy): _____

Select One	Placement	Ad Size	Duration	Total Rate (USD)
	BizEd: New Content Notification Email Banner Ad	400 x 100 pixels	One issue	500
			Two issues	950
			Six issues	2,800

Select One	Placement	Ad Size	Rate per Month (USD) 3-month minimum placement*
	Run of Site Leaderboard	728 x 90 pixels	750
	Run of Site Right Rail Rectangle	300 x 250 pixels	500

Run of Site advertisements appear on the home page, current issue page, theme pages, and article pages. Accepted ad formats are JPG, PNG, GIF, or HTML5. Animated ads are accepted for right rail spaces and are restricted to a maximum of 30 seconds. Creatives with partially white backgrounds must have a one-pixel border of a contrasting color. Ad space is limited and available on a first-come, first-served basis and will be confirmed upon submission of your order.

*New ad creative should be submitted on a quarterly basis when the advertising term is longer than 3 months.

I hereby authorize the above ad insertion(s) and agree to abide by the General Advertising Terms & Provisions provided by AACSB International.

Authorized Signature _____ **Date** _____

General Advertising Terms and Provisions



All insertion orders for advertising are accepted subject to the terms and provisions of the current rate card. Only publication/placement 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 an agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and provisions 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. Advertisements may not imply endorsement by AACSB International.

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 International 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.

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 ad closing date. No cancellation will be accepted without written acknowledgement from AACSB confirming receipt. Cover contracts submitted for print publications cannot be cancelled. Late delivery of materials may incur forfeiture of space at full cost.

Publisher reserves the right to repeat the previous issue ad of all advertisers if instructions are not received by the ad 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 print spreads count as two insertions toward the earned frequency discount. Rate protection for frequency discounts provided on signed one-year contracts.