

# GAMA International Journal

## 2009 ADVERTISING INSERTION ORDER

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

DATE \_\_\_\_\_

ADVERTISER (COMPANY NAME) \_\_\_\_\_

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

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

ADDRESS \_\_\_\_\_

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

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

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

**FREQUENCY**  1X  3X  6X

ISSUE	RESERVE SPACE BY	SUBMIT ART BY
<input type="checkbox"/> Jan/Feb	Nov 24, 2008	Dec 1, 2008
<input type="checkbox"/> Mar/Apr	Jan 26, 2009	Feb 2, 2009
<input type="checkbox"/> May/Jun	Mar 23, 2009	Mar 30, 2009
<input type="checkbox"/> Jul/Aug	May 25, 2009	Jun 1, 2009
<input type="checkbox"/> Sep/Oct	Jul 20, 2009	Jul 27, 2009
<input type="checkbox"/> Nov/Dec	Sep 21, 2009	Sep 28, 2009

**SIZE**  Center 2-Page Spread  2-Page Spread  Full Page  ½ Horizontal  ½ Vertical  ¼ Page

**COLOR**  Black & White  CMYK

**MATERIALS**  Pick up from \_\_\_\_\_ GJ issue  Materials enclosed  Materials to follow (specify) \_\_\_\_\_

### ADVERTISING CHARGES

Space for insertion \$ \_\_\_\_\_

Color charge \$ \_\_\_\_\_

Special positions \$ \_\_\_\_\_ (+ 10% charge for special positions)

Ad agency discount \$ \_\_\_\_\_ (- 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 \_\_\_\_\_

### For more information, contact:

Stacey Williams, Director, GAMA Resource Network  
703-770-8172 [swilliams@gamaweb.com](mailto:swilliams@gamaweb.com)

**To submit an ad to the GAMA International Journal**, fax your insertion order to Stacey Williams at 703-770-8182

### AND

**Mail CD or DVD to-** **OR** **Upload electronic files to-**  
Stacey Williams  
GAMAInternational  
2901 Telestar Court, Suite 140  
Falls Church, VA 22042

<http://dropbox.yousendit.com/GAMAInternational>

# Advertising Terms & 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* (GIJ). 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 GIJ 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 statement that are false, misleading, deceptive, defamatory, vague, extravagant or exaggerated; (c) makes comparative claims singling out other companies that are not readily subject to verifications; (d) is submitted by an advertiser or agency with a past due and unpaid liability to GAMA International; (e) would not comport with the insurance or other laws or regulations of a state or states or any federal laws; (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 GIJ 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, etc. 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. 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. Commissions 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. GIJ 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, 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 which, 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 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, or its readers' service section, or readers' service numbers, or advertiser's index.
29. Advertisements ordered set and not used will be charged for composition.