



ADVERTISING CONTRACT

PERSPECTIVES: A View of Family Medicine in New Jersey

Return original contract to: 224 West State Street, Trenton, NJ 08608
Tel: 609-394-1711 ~ Fax: 609-394-7712 www.njafp.org

Advertiser: _____ Agency (if applicable): _____
Contact Person: _____ Contact Person: _____
Email : _____ Email : _____
Tel: _____ Tel: _____
Address: _____ Address: _____
City: _____ City: _____
State: _____ Zip: _____ State: _____ Zip: _____

TERMS AND CONDITIONS: The advertiser/agency has read and agrees to abide by the current PERSPECTIVES Advertising Rate Card and the Terms and Conditions set forth in this contract. Upon approval, please return an original signed copy to: **NJAFP, 224 West State Street, Trenton, NJ 08608.**

ADVERTISING FREQUENCY RATE: (circle one) 1X 2X 3X 4X

INSERTION SCHEDULE:

ISSUE	AD SIZE	RATE
<i>First Quarter 2012</i>	_____	_____
<i>Second Quarter 2012</i>	_____	_____
<i>Third Quarter 2012</i>	_____	_____
<i>Fourth Quarter 2012</i>	_____	_____

Special Instructions: _____
_____.

GENERAL POLICY: All advertising is subject to approval. The publisher reserves the right to reject advertising that is not in keeping with the standards of the New Jersey Academy of Family Physicians.

I hereby authorize the New Jersey Academy of Family Physicians to publish the PERSPECTIVES advertising indicated above.

Signed _____ Position _____ Date _____

Payment options: (circle one) Bill Advertiser Bill Agency

Payment is due upon proof of insertion. Make checks payable to:
New Jersey Academy of Family Physicians
224 West State Street, Trenton, NJ 08608



TERMS & CONDITIONS

PERSPECTIVES: A View of Family Medicine in New Jersey

Please read carefully these Terms and Conditions as set forth by the publisher: New Jersey Academy of Family Physicians.

1. All advertising orders will be accepted on a space available basis per the space reservation date on the Advertising Insertion Schedule (see 2011 Rate Sheet). If there is no advertising space available for a particular issue, the advertiser will be notified and offered the contracted space in the next available issue.
2. Preference reserved positioning is available for an additional charge of 10% to the gross insertion rate or combined earned rate of the contract.
3. All advertising must be shipped prepaid.
4. Advertisers agree to pay any additional production charges incurred to make an advertisement camera-ready. Camera-ready and mechanical requirement specifications are on page 3 of this contract. All author's corrections or alterations (AA's) shall be billed as an additional charge to the advertiser or agency.
5. All payments are due 30 days after the invoice date/proof of insertion.
6. Rates are subject to change upon 30 days of written notification from the publisher: New Jersey Academy of Family Physicians. Cancellation of any portion of a contract voids all rate protection.
7. The publisher reserves the right to reject advertising that is not in keeping with the publication's standard. The New Jersey Academy of Family Physicians accepts no responsibility for the content of an advertisement or the truth of any matter claimed within the advertisement.
8. The publisher's liability for any production error shall not exceed the insertion cost of the space in which the error appeared.
9. The advertiser and the agency agree to indemnify and hold the publishers harmless from any and all claims including but not limited to defending such claims and attorney's fees arising from a claim.
10. Cancellations will not be accepted after the closing date for any issue. Cancellations may be accepted prior to the closing date of a scheduled insertion. A cancellation fee of 20% (per cancellation) of the gross insertion cost will be charged to the advertiser.
11. The publisher is not liable for any delays in delivery and/or non-delivery of the magazine in the event of an act of God, acts of governmental entities, labor strikes (legal or non-legal), material shortages, transportation interruptions, or any condition beyond the control of the publisher affecting production or delivery in any manner.
12. Additional Terms and Conditions shall be governed by the current NJAFP **PERSPECTIVES** Rate Sheet.



MECHANICAL REQUIREMENTS

PERSPECTIVES: A View of Family Medicine in New Jersey

PERSPECTIVES is a 4-color magazine using Standard Process Color and is printed on coated 60lb. white bond. Insertion rates apply to both back and white and color advertising. This magazine is printed using the photo-offset process and finished with a saddle stitch binding.

ART REQUIREMENTS: *The quality of reproduction is subject to the quality of materials received.*

- Electronic files are required for production and accepted using the following programs: **Macintosh files are preferred on disk.** Other programs that are accepted, but may require conversion are Quark Express, Adobe Illustrator, and Freehand Macromedia.
- NJAFP offers graphics services. A minimum charge of \$200 will be applied in addition to the current advertising rate if services are requested. Advertisers will be provided an estimate prior to production.
- **All advertisers must provide a positive color print of their advertisement to ensure accurate reproduction.**

ADVERTISING RATES AND COMMISSIONS: An agency commission of 15% of gross billing is allowed for recognized agencies on contracted space and position. Other charges such as special handling, production or mechanical are non-commissionable.

Tip-Ins and inserts are accepted and quoted on an individual basis.

Current advertisers will be protected at their contract rate for the period of their contract, if a new rate is announced.

Preference Reserved Position is subject to availability, and may be obtained for an additional 10% of the earned or combined gross insertion rate.

Please refer to the Rate Card for advertising closing dates.

Proof of Insertion will accompany all invoices to advertisers and agencies. Payment is due in full 30 days from the date of the invoice.

MAILING: Send all materials to ***PERSPECTIVES***, c/o New Jersey Academy of Family Physicians, 224 West State Street, Trenton, NJ 08608. All shipping must be prepaid.

QUESTIONS, COMMENTS OR SUGGESTIONS: Please contact Managing Editor, Theresa Barrett, MS at (609) 394-1711 or email at editor@njafp.org.