



GLMS NEWS 2017 CONTRACT

COMMISSION & TERMS OF PAYMENT

Charges for advertising space are payable with the order for the space, unless the Advertiser or Agency has established credit. If credit is given on a monthly payment basis, charges are payable by the 15th of the month following publication. Rates for advertising in GLMS News are net. Cash discounts are not available. Visa or Master Card credit cards may be accepted. Credit requests must be made within 30 days of billing date.

GENERAL RATE POLICY

Right to Edit or Reject. The GLMS News may, in its sole discretion, edit, classify, reject or cancel at any time, any advertising copy submitted by an Advertiser.

Rates. The GLMS News may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the new rates become effective upon written notice to GLMS News.

Indemnification. Advertiser agrees to indemnify, defend and hold harmless the GLMS News from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees for which the GLMS News or any of its affiliates may become liable by reason of the GLMS News' publication of Advertiser's advertising).

Ownership of Advertising Copy. All advertising copy which represents the creative effort of the GLMS News and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the GLMS News, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the GLMS News' prior written consent.

Joint and Several Liability. If advertiser utilizes an "agency", advertiser and agency shall be jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising.

All rates are net including color pricing.

No Sequential Liability. The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the GLMS News accounting department. It is further agreed that the GLMS News does not accept advertising orders or space reservations claiming sequential liability.

Signature

Date



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<u>SIZE</u>	<u>MONTHLY</u>	<u>6 x Rate</u>	<u>1 x Rate</u>
Outside back cover	\$850 _____	\$875 _____	\$1000 _____
Full Page	\$900 _____	\$950 _____	\$1000 _____
Half Page	\$600 _____	\$675 _____	\$700 _____
Quarter Page	\$375 _____	\$400 _____	\$450 _____
Sixth Page-OBC only	\$375 _____	\$400 _____	\$450 _____
Business Card-OBC only	\$250 _____	\$250 _____	\$250 _____
Color-Spot Color	\$250 _____		
Color-Four Color Process	\$350 _____		

FREQUENCY OF ADVERTISING

Place an (x) next to the designated months

January _____ July _____
 February _____ August _____
 March _____ September _____
 April _____ October _____
 May _____ November _____
 June _____ December _____

SPECIAL INSTRUCTIONS:

Company _____

Agency (If applicable) _____

Contact _____

Contact _____

Mailing Address _____

Billing Address (if different from mailing address) _____

City _____ ST _____ Zip _____

City _____ ST _____ Zip _____

Telephone _____

Fax _____

Email Address _____

Website Address _____

Signature _____

Date _____

CREDIT CARD (check one)

VISA MASTERCARD
 Discover American Express

Card #: _____

Expiration: _____

Name on card _____

Billing address _____

City St Zip _____

Return to:
 Cheri K McGuire, Director of Marketing
 Greater Louisville Medical Society
 101 W Chestnut St Louisville, KY 40202
 502.736.6336 Fax 502.736.6337
 cheri.mcguire@glms.org

This information is used to secure your advertising contract. Your card will be charged only if there is a balance past the deadline. Indicate below if you prefer that we charge your credit card for payment.

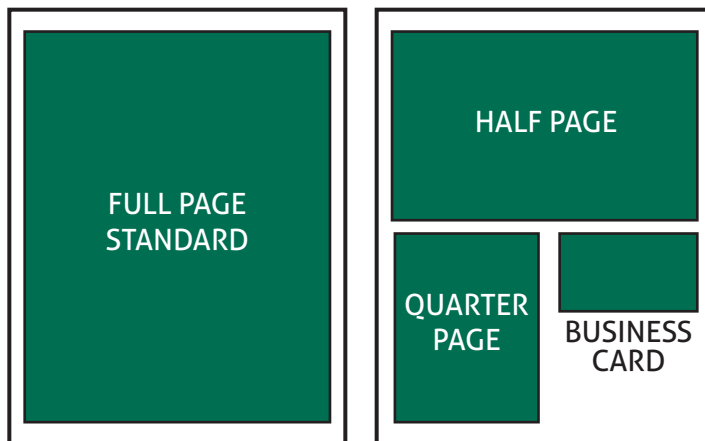
Charge my credit card _____

Signature for Contract Confirmation _____

Signature to charge credit card _____

The signature directly above authorizes GLMS to charge and process credit card.

GLMS DIGITAL NEWS ADVERTISING SPEC SHEET



AD SIZES

	WIDTH	HEIGHT		WIDTH	HEIGHT
FULL PAGE Standard With Bleeds	7½" 8¾"	9½" 11¼"	QUARTER PAGE Standard	3⅝"	4⅝"
HALF PAGE Standard	7½"	4⅝"	BUSINESS CARD Standard	3½"	2"

DETAILS

- Files formats accepted: PDF, JPG, EPS & TIFF
- All images must be 300 DPI or higher resolution and in CMYK mode
- Publication Date: 15th of month
- Materials due: 5 weeks prior (24th)
- Space reservation: 45 days preceding publication date (15th of month)
- Materials - email to cheri.mcguire@glms.org

CONTACT

Direct: (502) 736-6336

Fax: (502) 736-6337

Email: cheri.mcguire@glms.org

www.glms.org

