

## IEAHU/DCAHU NEWSLETTER ADVERTISING TERMS AND CONDITIONS

### PART ONE: AD SPECIFICATIONS/DEADLINES

1. **The combined IEAHU / DCAHU Newsletter is called “*The Electronic Inland Informer*”.** It is published monthly 11 times a year ONLY in electronic PDF format (Adobe Acrobat) - (usually 24 to 28 pages). In the summer, we have a combined July/August issue.

All issues are posted on the IEAHU and DCAHU web sites for members and non-members to download, view and print out in full color. E-Mail Blasts are sent out monthly to alert all IEAHU and DCAHU Members when a new issue has been posted to the IEAHU & DCAHU websites. All 11 PDF issues are produced in full color, including ads (if color ad artwork was sent to us).

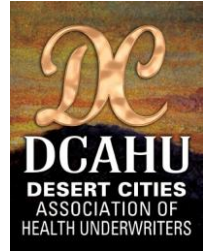
Please Note: IEAHU has primary responsibility for handling all advertising sales and payments for *The Electronic Inland Informer*.

2. The closing date for ad orders and artwork is the 20<sup>th</sup> of the month preceding the issue in which the ad is to begin appearing. (For example, closing date for the July issue is June 20<sup>th</sup>) Cancellation accepted only before the closing date (20<sup>th</sup> of the month) for the next issue.

*Please note that it is IEAHU’s policy that it is each advertiser’s responsibility to supply us with new, replacement ad artwork for future issues when such artwork changes are desired by the advertiser.* As a volunteer-run organization, IEAHU cannot call each advertiser each month and check to see if new ad artwork is intended to be used. *When your artwork changes, please e-mail it to us by the 20<sup>th</sup> of the month prior to publication month.*

3. **Required File Format for Submission to IEAHU Graphic Designer** – Please e-mail us your ad artwork in an Adobe PDF file, to the IEAHU Executive Director (see Page 5). Please be sure that all fonts, photos and graphics are “embedded” in the PDF file – and please do not use the high level of resolution applicable to glossy magazine publications, which then makes the ad artwork file size very large. Use a moderate resolution level, which will be fully suitable for all “Electronic Issues” posted on our IEAHU website. We prefer ad artwork file size to be less than 1 MB.

We invite our advertisers to submit their ads in Full Color, as they will appear in Full Color in all issues.



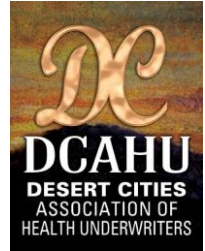
4. Advertising orders are accepted on the following basis:  
Orders are accepted for either 6 consecutive issues, OR for 11 consecutive issues. There is a special 10% discount for ad orders for all 11 issues in a given 12 month period.
5. No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with Publisher's policies, as stated in the PUBLISHER'S RIGHT OF APPROVAL section of this contract, will be binding on the Publisher.
6. Advertisements ordered set and not used will be charged for composition at the market rate.
7. Publisher reserves the right to limit the size of space to be occupied by an advertisement.
8. Two or more Advertisers are not permitted to use space under the same contract.
9. For copies of our PDF Electronic Newsletters ("proofs"), we refer our advertisers to the 'Inland Informer' Link on our two websites - [www.ieahu.org](http://www.ieahu.org) or [www.dcahu.org](http://www.dcahu.org) where you can download any of the most recent issues of the Electronic Inland Informer. (Since all newsletter issues are in PDF file format only, not as printed issues, we are unable to mail you hard copy proofs)

**PART TWO: RATES**

10. A contract year, or twelve-month period, starts from the date of first insertion, and is for either six consecutive issues published annually, OR for all 11 consecutive issues published annually. Orders are not acceptable more than one year in advance. Full contract payment is required prior to first insertion.
11. A contract in effect before the effective date of new rates will be honored at the old rates until it expires, with the expiration date not to exceed one year from the date of first insertion.
12. Failure to make the order correspond in price or otherwise with the effective rate schedule is regarded only as a clerical error and the publication is made and charged according to the terms of the schedule in force without further notice.
13. It is agreed that Advertiser shall be liable to Publisher for money due but unpaid under this contract. The Advertiser agrees to pay a monthly interest charge of 1 1/2% on all invoices over 30 days past due.

**PART THREE: PUBLISHER'S RIGHT OF APPROVAL**

14. Contracts may be discontinued, by either party on 30 days written notice.



15. Publisher reserves the right to void any contract unless the first insertion is used within three months from the date thereof.
16. All advertising is subject to Publisher's approval. The Publisher reserves the right to reject advertising which is felt to be not in keeping with the publication's standard. 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.
17. Any deliberate attempt to simulate the publication's format is not permitted. Publisher reserves the right to place the word "advertisement" with copy which, in the Publisher's opinion, resembles editorial material.

#### **PART FOUR: LIABILITY**

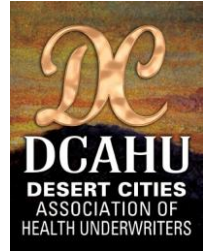
18. Publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.
19. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
20. Publisher's liability for any error will not exceed the charge for the advertisement in question.
21. Advertiser agrees to indemnify, defend and hold harmless Publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted material), or the unauthorized use of any person's name or photograph arising from Publisher's reproduction of such advertisements pursuant to Advertiser's order. Advertiser acknowledges that, to the best of his/her knowledge and belief, products and services advertised meet the requirements of applicable state and federal law and are as warranted.

#### **PART FIVE: AD DIMENSIONS**

**Full Page Ads** should have finished dimensions of 7 1/2" by 10"  
(this allows for a 1/2" margin on all sides).

**Half Page Ads** should have finished dimensions as follows:  
Vertical = 3 1/2" wide by 10" high;  
Horizontal: 7 1/2 " wide by 4 1/2" high  
(these dimensions allow for at least a 1/2" margin on all sides).

Any exceptions must be approved in advance by the Publisher.



*Inland Empire Association of Health Underwriters*

**IEAHU/DCAHU “Electronic INLAND INFORMER”  
ADVERTISING RATES**

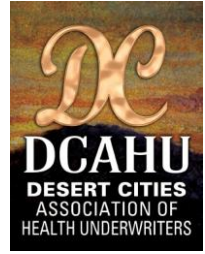
*Only Pre Paid Insertion Orders Accepted*

<u>AD SIZE</u>	<u>Semi-Annual – 6 ISSUES</u>	<u>ANNUAL – 11 ISSUES</u> (10% Discount)
Full Page – Inside	\$1,050	\$1,750 (= \$159/issue)
½ Page (Horizontal or Vertical)	\$ 750	\$1,200 (= \$109/issue)
Business Card	N/A	\$ 385 (= \$ 35/issue)

**NOTES:**

Above rates should be paid in full, in advance, with insertion order and first ad artwork

Ad artwork can be changed each issue, if desired.  
Deadline for new artwork is 20<sup>th</sup> of month preceding month of issue



**ADVERTISING AGREEMENT**

Advertiser states that he/she has read and understands the Publisher's terms and conditions for an advertising contract as set forth on these attached contract pages, and agrees to same by his/her signature below:

FULL NAME/ADDRESS OF ADVERTISER:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PHONE & FAX

( ) \_\_\_\_\_  
( ) \_\_\_\_\_

NAME OF CONTACT:

\_\_\_\_\_

Email

\_\_\_\_\_

NAME/ADDRESS OF AUTHORIZED AGENT:

\_\_\_\_\_  
\_\_\_\_\_

PHONE:

( ) \_\_\_\_\_

NAME OF CONTACT:

\_\_\_\_\_

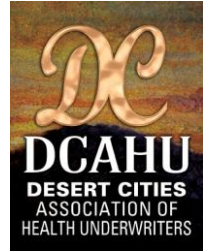
Agreed to and signed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Signature of Advertiser or Authorized Agent

Approved and signed this \_\_\_\_ day of \_\_\_\_\_ 20\_\_.

IEAHU Newsletter Publisher

\_\_\_\_\_



**IEAHU/DCAHU NEWSLETTER ADVERTISING INSERTION ORDER**

You are authorized to insert the advertising of

\_\_\_\_\_ (hereafter referred to as "Advertiser") in the IEAHU/DCAHU "Electronic Inland Informer", the official publication of the Inland Empire Association of Health Underwriters (hereafter referred to as "Publisher") and the Desert Cities Association of Health Underwriters, as indicated in the insertion instructions below:

**"The Electronic Inland Informer"**

**Check Size of Your Ad:**

- ( ) Full Page Ad (7-1/2" W x 10" H)
- ( ) 1/2 Page Ad- Horizontal (7-1/2" W x 4-1/2" H)
- ( ) 1/2 Page Ad- Vertical (3-1/2" W x 10" H)
- ( ) Business Card Ad

First Insertion (state Issue Month Requested): \_\_\_\_\_

Number of Insertions: \_\_\_\_\_ (6 or 11 Issues)

Total Contract Amount: \$ \_\_\_\_\_

Special Notes or Provisions: \_\_\_\_\_

MAIL CONTRACT, CHECK AND ACCEPTABLE ELECTRONIC FORMAT ARTWORK TO:

**IEAHU/DCAHU NEWSLETTER ADVERTISING**

**IEAHU**  
**c/o Dawn Carroll, Executive Director**  
**P.O. Box 11088, San Bernardino CA 92423-1088**  
**Phone: (866) 922-8387 x0**  
**Fax: (951) 243-1618**  
**E-Mail: [IEAHU.administration@gmail.com](mailto:IEAHU.administration@gmail.com)**