



Digital Advertising Insertion Order

Company Information

Company Name

Contact Name/Title

Address

City, State, Zip

Phone Fax Email

Advertising Agency (if applicable)

Agency Name

Contact Name/Title

Address

City, State, Zip

Phone Fax Email

Authorized Signature Date

Payment Method

- Send Invoice to: Company Advertising Agency
- Enclosed is check # _____ (Payable to AANEM in US Dollars)
- Credit card: Mastercard Visa Am Express Discover

/_____
Credit Card # Exp. Date Security Code

Name & Address of Card Holder:

Authorized Signature Date

Return completed form and payment to:

AANEM
2621 Superior Drive NW
Rochester, MN 55901

Email to: corporate@aanem.org
Or fax: 507.288.1225

Advertising Contact: Danielle Sidenstricker, Corporate Manager
Phone: 507.288.0100 | Email: corporate@aanem.org

Website

Website ad run dates: _____ to _____

Per Month Pricing

- Premium Placement: Home Page: \$2,000
- Bottom Placement: Majority of Site: \$5,000

Details & Deadlines: [ADVERTISING KIT](#)

Spark - Digital Newsletter

\$500/issue x _____ issue =
\$ _____

Insertion
Date(s): _____

Details & Deadlines: [ADVERTISING KIT](#)

Total Amount Due: \$ _____

Terms and Conditions

Ad Serving/Inventory/Delivery Advertiser grants AANEM (“Publisher”) and its affiliates and subsidiaries a license to display, perform, publish, modify and transmit all advertising materials furnished for the purposes contemplated hereby. If the print publication in which any advertising materials submitted under this Insertion Order are published is converted into and distributed in any other formats or media, this Insertion Order grants Publisher all rights necessary to convert publish and distribute such advertising materials in such other formats and media. Publisher may, in its sole discretion, refuse to publish any advertising materials submitted to it or defer publication of any advertisement. **With respect to non-print (or non-print portions of) campaigns, the Publisher does not guarantee any number of impressions.** Refer to the AANEM Media Kit for specifications found at <https://www.aanem.org/Meetings/Industry-Opportunities> the terms of which are incorporated here by reference.

US and NON US Publication: Advertisers is notified that Publisher publishes its print, web, and email material to both US and Non US physicians and other health care collaborators. Emailed material can be sent to US only upon request.

Payment Terms: Pre-payment of all advertising is required. All invoices are due net thirty (30) days after invoicing. If payment is not received prior to publishing the advertisement, the Publisher can refuse to publish the advertisement. Should any invoice become past due, Advertiser agrees to pay the costs of collection, if incurred, together with interest at a monthly rate of the lesser of 1.5% or the greatest amount permitted by applicable law. Should any portion of an invoice be disputed, Advertiser agrees to pay the undisputed portion according to its terms pending resolution of the dispute. In addition to all other remedies, Publisher may suspend its performance if any payment is past due. Suspension will not relieve Advertiser of its obligation to pay in full. Advertiser will be short-rated if the number of insertions upon which specified rates are based are not used. All billing is based on actual impressions, insertions or leads delivered, as applicable, as determined by Publisher. Publisher will have no obligation to deliver any “make good” advertisings and Publisher will invoice, and Advertiser will pay, for impressions actually delivered based on the contracted rate and without regard to any short rate.

Cancellations/Late Creative Unless otherwise set forth on the Insertion Order, Advertiser may not cancel any advertising purchased hereunder unless expressly permitted in writing by Publisher. No changes shall be effective unless in writing and signed by both Parties. Advertiser is responsible for delivering advertising materials on time as provided on the Insertion Order or otherwise specified by Publisher. Advertising materials will not be deemed delivered unless in a format specified or otherwise approved by Publisher. In the event advertising materials are late, Advertiser is still responsible for the media purchased pursuant to the Order Form.

Representations, Warranties and Indemnity Advertiser represents and warrants that publication by Publisher, in any currently existing or future formats or media, of any advertising materials submitted by or on behalf of Advertiser will not (i) violate any right of any third party, including, but not limited to, any copyright, trademark, patent or right of publicity or privacy, (ii) contain any statement that is false, misleading, deceptive, malicious or defamatory, (iii) violate any applicable law, rule or regulation, or (iv) contain any claims that are not supported by sufficient prior substantiation. If any advertising materials are delivered to Publisher in electronic form, such materials shall not contain any viruses, worms, malware or other code or devices capable of disabling or interfering with any computer systems or software. Advertiser shall defend, indemnify and hold Publisher and its affiliates harmless against any and all claims, liabilities, costs or expenses (including, but not limited to, reasonable attorneys’ fees) incurred by Publisher or its affiliates in connection with a violation by Advertiser of any representation, warranty or covenant contained herein or arising out of the publication, display or distribution of any advertising hereunder.

Limitations on Liability PUBLISHER SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES ARISING IN CONNECTION WITH THIS INSERTION ORDER. IN THE EVENT OF

ANY CLAIM AGAINST PUBLISHER HEREUNDER, PUBLISHER'S SOLE LIABILITY, AND ADVERTISER'S SOLE REMEDY, SHALL BE LIMITED TO, AT PUBLISHER'S OPTION, PAYMENT OF MONETARY DAMAGES, OR PLACEMENT OF ADVERTISING WITH A RATE CARD VALUE EQUAL TO THE LESSER OF ACTUAL DAMAGES OR AMOUNTS PAID BY ADVERTISER HEREUNDER. PUBLISHER DISCLAIMS ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTY OF MERCHANTABILITY OF FITNESS FOR A PARTICULAR PURPOSE AND IMPLIED WARRANTIES ARISING FROM COURSE OF DEALING OR COURSE OF PERFORMANCE. WITHOUT LIMITATION OF THE FOREGOING, PUBLISHER SPECIFICALLY DISCLAIMS ANY WARRANTY REGARDING ANY BENEFIT ADVERTISER MIGHT OBTAIN FROM DISPLAYING THE ADVERTISING OR THAT THE ADVERTISING WILL BE ERROR-FREE. PUBLISHER DOES NOT ACCEPT SEQUENTIAL LIABILITY AND MAY HOLD ADVERTISING AGENCY AND ADVERTISER JOINTLY AND SEVERALLY LIABLE FOR ALL AMOUNTS DUE HEREUNDER. Publisher shall not be liable for any delay or default hereunder caused by conditions beyond Publisher's reasonable control, including, but not limited to, acts of God, catastrophes, government orders or restrictions, technological failures or malfunctions, wars, insurrections, strikes or slow-downs, fires, floods, terrorist acts, accidents, riots, explosions, labor or material shortages, transportation disruptions.

Publisher may change the layout and specifications of its websites, newsletters and other media without notice.

Miscellaneous No terms or conditions other than those set forth in this Insertion Order shall be binding on Publisher unless expressly agreed to in writing by Publisher. All insertions, revisions, optimizations or cancellations hereunder must be delivered in writing. A copy of any notice to Publisher regarding the breach, modification or interpretation hereof shall be delivered by courier or certified mail to: AANEM 2621 Superior Dr NW Rochester MN 55901. This Insertion Order, (i) shall be governed by and construed in accordance with the laws of the State of Minnesota, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitutes the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements, whether written or oral, between the parties, with respect to the subject matter hereof.

Deadlines: (to be completed after insertion order received)

Signed

Danielle Sidenstricker, AANEM

Date

Advertiser

Date