The Arizona Pulse | Advertising Contract | Contact: Simone Lustig | simone@azmed.org
Arizona Medical Association • 2401 W. Peoria Ave., Suite 130 • Phoenix, AZ 85029
602-246-8901 • Toll Free 800-482-3480 • Fax 602-242-6283 • www.azmed.org

Advertiser Contact Information
Company: ___________________________________________________________________________________
Contact: ___________________________________________________________________________________
Address: ___________________________________________________________________________________
City _______________ State ___ ZIP_______ Phone _______________ Fax _______________
E-mail: ___________________________________________________________________________________

Payment Information | Subtotal = $_________ | 0.5% Sales Tax = $_________
Total Amount of Contract (Subtotal + Sales Tax) = $___________________
☐ VISA  ☐ Mastercard  ☐ AMEX
Name on Card_____________________________________________________________
Card #____________________________________________ Exp. Date _______ CCV_______
Billing Address ___________________________________________________________________________________
City ______________________________ State_____ ZIP___________
Signature ________________________________________________________________

Select Ad Type & Duration in Chart

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Duration 3 months</th>
<th>Duration 6 months</th>
<th>Duration 9 months</th>
<th>Duration 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Video - Featured on home page</td>
<td>☐ $1607</td>
<td>☐ $3090</td>
<td>☐ $4635</td>
<td>☐ $6180</td>
</tr>
<tr>
<td>Advertorial - prime placement</td>
<td>☐ $1071</td>
<td>☐ $2060</td>
<td>☐ $3090</td>
<td>☐ $4125</td>
</tr>
<tr>
<td>Home Page/Categories</td>
<td>☐ $1275</td>
<td>☐ $2525</td>
<td>☐ $3784</td>
<td>☐ $5049</td>
</tr>
<tr>
<td>Leaderboard Ad Pixels: 1400 (w) x 275 (h)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidebar Ad (home and all interior pages)</td>
<td>☐ $663</td>
<td>☐ $1275</td>
<td>☐ $1785</td>
<td>☐ $2315</td>
</tr>
<tr>
<td>Pixels: 300 (w) x 400 (h)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
The Arizona Pulse Ad Contract

The Arizona Pulse Advertising Terms & Conditions

1. The terms, rates and conditions printed here are hereby made a part of this contract. No understanding is valid unless contained in this contract.

2. All advertisements are published for the benefit of the advertiser/agency and each is jointly and severally liable for all charges.

3. The advertiser/agency agrees to pay for advertising covered by this contract at the rate stipulated upon signing of the contract.

4. All advertising materials will be furnished by the advertiser/agency, unless contracting with ArMA’s designer, and will be of higher resolution and quality in keeping with the excellence of the digital publication. Banner and sidebar ads need to be digital as a JPG, or PNG file sent via email. Sponsored video are imbedded and should also link to a video platform such as YouTube. Advertiser is responsible for accuracy of copy and shall proof and approve final copy prior to publication.

5. This contract cannot be invalidated due to typographical errors, incorrect insertions or omissions resulting from actions of the publisher. Advertisers shall notify publisher of any error within 30 days of posting date of publication. Publisher agrees to run a correction for the incorrect portion of the advertisement. Publisher shall not be liable to advertiser for any loss resulting from the incorrect advertisement. Advertiser’s sole and exclusive remedy shall be the correction made by the publisher.

6. Publisher will run the latest advertisement for scheduled space when no new acceptable copy is received prior to the closing date.

7. All advertising shall be subject to the approval of the publisher. Publisher may edit, classify or reject any advertising for any reason. Late rejection on content grounds will not be billed against the balance of the contract, but will extend the contract for an additional month.

8. The procedures for canceling an ad are as follows: An ad cancelled in writing less than 45 days from the publication date will result in no refund; an ad cancelled in writing more than 45 days from the publication date will result in a 75 percent refund. In instances of cancellation of a multi-edition contract, resulting in fewer editions, the higher edition rate will apply to editions already issued. Cancellations MUST be in writing.

9. All contracts and payments must be received by the deadlines listed.

10. Advertiser warrants, covenants and agrees that it is not prohibited from entering into this contract and that all advertisements submitted pursuant to this contract comply with all federal and state laws, regulations, decrees, ordinances, orders and restrictions relating to unfair and deceptive trade practices, consumer protection, promotion and advertising.

11. Advertiser agrees to indemnify and hold The Arizona Pulse and the Arizona Medical Association harmless from and against all claims, liabilities or damages arising from any advertisements submitted pursuant to this contract and any costs and legal fees relating thereto.

12. The advertiser shall assume full responsibility for the accuracy and truthfulness of the copy submitted.
13. Publisher reserves the right to cancel this contract upon 10 days written notice to advertiser. In the event of such cancellation, publisher shall refund any unused fees paid by advertiser. Publisher shall not be liable to advertiser for any loss resulting from this cancellation. This refund shall be the sole and exclusive remedy of advertiser.

14. Advertiser agrees to abide by the advertising guidelines specified in the media kit which are incorporated by reference herein. Advertiser acknowledges receipt of said guidelines.

15. The Arizona Pulse is a physician written and edited publication and production is therefore subject to the constraints of their working schedules. Please be advised that time-sensitive advertising should be carefully considered before submitting as delays in production may occur.

Initials: ______
Initializing this page indicates that you have reviewed, understand and accept the terms of this contract.