

AD SALES CONTACT
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2016 ELECTRONIC ADVERTISING INSERTION ORDER FORM

Advertising Options: E-News Education Now Chapter Leader News The Insider
(Check all that apply)

ADVERTISER INFORMATION

COMPANY NAME: _____ CONTACT NAME: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

CITY STATE ZIPCODE

E-NEWS, EDUCATION NOW & THE INSIDER

APIC delivers *E-News* every Wednesday and *Education Now* every other Monday to the full membership (15,000+).

APIC *E-News/Education Now* commitment: a 162x180 banner ad (static jpg), 50-word advertorial & a URL to link.

APIC accepts links to static webpages that do not contain videos; and, to maintain member confidentiality, APIC cannot accept lead retrievals such as sign-up forms.

All material must be received at Ads@apic.org by the Friday two weeks before date(s) selected. Submissions received late will be held for the next edition.

PRICING: \$2,400 Net Per Edition; \$2,500 for *The Insider*

CHAPTER LEADER NEWS

APIC *Chapter Leader News* is sent out during the months of February, April, May, August, October and December to over 700 chapter officers. This is perfect for companies that want to increase their engagement and exposure at the local level.

APIC *Chapter Leader News* commitment: a 50-word advertorial, 1 URL and a 162x180 banner ad (static jpg). APIC accepts links to static webpages that do not contain videos; and, to maintain member confidentiality, APIC cannot accept lead retrievals such as sign-up forms.

All material must be received 2 weeks prior to your ad run to Ads@apic.org. Submissions received late will be held for the next edition.

PRICING: \$1,200 Net Per Edition

Education Now. Every other Monday beginning Jul 18

Date(s): _____ No. of Weeks: _____

E-News. Every Wednesday beginning July 13

Date(s): _____ No. of Weeks: _____

Chapter Leader News

Date(s): Aug 12 Oct 14 Dec 16

The Insider (for APIC 2017)

Dec 8

TOTAL AMOUNT DUE: _____

PAYMENT TERMS (Please select a fee schedule to meet your financial obligation.)

Invoice (Term, Net 30) Redeem Strategic Partner allocation of dues/credits

AUTHORIZATION

Signature on this form indicates a binding financial obligation to APIC for the advertising selected above. Cancellations of signed commitments are not accepted, but deferrals within a calendar year are permitted. APIC reserves the right to review all ads for conformity to APIC standards and the right to reject any ads that it deems unacceptable. Ad submissions may not compare trademarked products or disparage competitive products and/or services. Signature below indicates that the advertiser understands that advertising with APIC does not imply endorsement of the advertising company's products or services by APIC.

PRINT NAME AND TITLE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE

DATE

SIGNATURE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE

DATE