



**Ad Sales Contact**  
 Yolanda Tillery  
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 ytillery@apic.org

**FAX THIS FORM TO:**  
 Attention: Yolanda Tillery  
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**2013 APIC E-NEWS – ADVERTISING COMMITMENT**

**ADVERTISER INFORMATION**

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**SPECIFICATIONS**

APIC E-News commitment includes a 75-word advertorial and a 162x180 banner ad (static jpg). \*All material must be received by Friday at 4 PM EST to [ytillery@apic.org](mailto:ytillery@apic.org) to be included in the following Wednesday’s edition. Submissions received late will be held for the next edition. To calculate the total due, determine your weekly rate (\$2400) and multiply by the number of weeks that the ad is to run.

PRICE: \$2,400 NET PER WEEKLY EDITION

AD TYPE:  RECRUITMENT  PRODUCT PROMO  EVENT PROMO

START DATE\*: Wednesday, \_\_\_\_\_

NUMBER OF WEEKS: \_\_\_\_\_

DATES TO RUN AD: \_\_\_\_\_

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

**PAYMENT TERMS:** \_\_\_ Invoice(Net 30) \_\_\_ Activation Credits (Strategic Partners only)

**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 deferments 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

\_\_\_\_\_  
 SIGNATURE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE

\_\_\_\_\_  
 DATE