

AD SALES CONTACT
LaKesha Jones
Office: 202.454.2623
ljones@apic.org



FAX THIS FORM TO:
LaKesha Jones
Fax: 202.789.1899
ljones@apic.org

2019 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

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

Insertion Specs: a 162x180 banner ad (static jpg), 50-word advertorial & a URL to link.

Out of respect for the privacy of APIC members, APIC cannot accept URL's that land on lead retrieval pages such as sign-up forms. Links leading to interactive videos or demos are prohibited. APIC accepts links to sponsors homepage or other sponsor website pages but APIC reserves the right to review URL's and reject landing pages that do not conform to APIC's advertising rules.

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

THE INSIDER, CHAPTER LEADER NEWS

APIC's *The Insider* is delivered monthly: Dec-March; twice monthly: Apr-June with a circulation of 20,000

APIC *Chapter Leader News* is delivered monthly in February, April, June, August, October and December to over 1200 chapter leaders.

Insertion Specs: a 50-word advertorial, 1 URL and a 162x180 banner ad (static jpg).

Out of respect for the privacy of APIC members, APIC cannot accept URL's that land on lead retrieval pages such as sign-up forms. Links leading to interactive videos or demos are prohibited. APIC accepts links to sponsors homepage or other sponsor website pages but APIC reserves the right to review URL's and reject landing pages that do not conform to APIC's advertising rules.

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

Education Now

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

E-News

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

Chapter Leader News

Date(s): _____

The Insider

Date(s): _____

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 ad that it deems unacceptable. Ad submissions may not compare trademarked products or disparage competitive products and/or services. Please proof advertorials and url links carefully as APIC is not responsible for copy omissions/inaccuracies, incorrect information or broken links provided by sponsor/advertiser. 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