

## ASBH Website Banner Advertisement Specifications and Contract

ASBH invites you to become an advertiser on our Career Center Page, Book Publication Page, or the Academic Programs Page with a Banner Ad and reach this highly specialized audience. As an advertiser you will reach more than 1,800 physicians, nurses, social workers, members of the clergy, educators, researchers, and other healthcare professionals specializing in bioethics and the medical humanities.

Advertiser Information		Billing Information (if different)	
Company		Company	
Contact Name		Contact Name	
Address		Address	
City/State/ZIP		City/State/ZIP	
Phone		Phone	
Mobile		Mobile	
Email		Email	
Website		Website	

### Each advertiser will receive:

- A Banner Ad displayed on the Career Center Page, Books Publications Page, or Academic Programs Page for **\$700** per 30 day posting.
- A hyperlink to your website.

### Website Banner Advertisement Guidelines and Specifications:

1. Content must be created according to ASBH Blast Email and Surveys specifications and must adhere to the ASBH Advertising Policy and when applicable, approved by sponsor's legal team prior to submitting to ASBH.
2. ASBH has final approval of all website advertisement content. ASBH reserves the right to refuse or limit Website Banner Advertisement request for any reason.
3. The ASBH Board President or designee must approve requests that are not clearly within the guidelines of the ASBH Advertising Policy.
4. ASBH will make every effort to publish Website Banner Advertisement on requested dates, but will schedule according to availability.
5. Cancellation Policy: In the event that the advertiser notifies the ASBH in writing of the intent to cancel the agreement after acceptance but prior to two calendar weeks before the Blast, a full refund of monies received, minus a \$150 administrative fee will be made. Payment in full is required before the advertisement is posted.

Banner Ad Location	Banner Ad Desired Start Date and Duration
<input type="checkbox"/> Banner on Career Center Page	Start Date: _____
<input type="checkbox"/> Banner on Books Publications Page	Duration (in months): _____
<input type="checkbox"/> Banner on Academic Program Page	Total (# of months x \$700/month): _____

Banner Ads for Career Center Page and Books Publications Page are horizontal and no larger than 728 x 90 px wide. Resolution is 72 dpi or 72 px and must be a .jpg, .jpeg or .gif file. Banner Ads for Academic Programs Page are square and no larger than 350 x 350 px. Resolution is 350 dpi and must be a .jpg, .jpeg or .gif file.

*Advertiser assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage that may occur as a result of said advertising. Advertisers will indemnify, defend, and hold harmless ASBH and AMC as their responsibility, claim, cost, or expense of any kind whatsoever (including attorney's fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the advertiser, its employees, agents, licenses, or invitees. Products and services advertised in any ASBH publication or website are not necessarily endorsed by ASBH.*



We agree to the advertising specifications and rates. This contract is subject to the terms and conditions set forth by ASBH advertising policies.

Your signature below signifies that you understand and agree to the terms above.

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

☐ Check enclosed or In Process (Payable to ASBH, PO Box 3781, Oak Brook IL 60522): Check Number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please fax or email back to ASBH: Fax: 888-374-3673**

**Email: [jkarney@asbh.org](mailto:jkarney@asbh.org)**

For questions please contact:

Josh Karney, Sr. Sales Manager, Professional Relations & Development

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