



Bleeding Disorders Association of Northeastern New York, Inc.

PO Box 947
Rensselaer, NY 12144
Phone: (518) 729-3577
Fax: (518) 658-0634

Advertising Contract Regulations

1. Advertisers and agencies will be required to prepay their advertisement insertion. Publisher reserves the right to hold the advertiser and/or agency liable for such monies due and payable to the publisher.
2. Bleeding Disorders Association of NENY, Inc. (BDANENY) reserves the right, in its sole discretion, to accept or reject advertisements with or without explanation.
3. Positioning of advertisement is at the discretion of the Publisher.
4. Cancellations, changes, or corrections must conform to published deadlines. Cancellations must be provided in writing on company letterhead, prior to the closing date for space reservations. There will be no cancellations or changes after space reservation deadline. Advertisers who fail to cancel their order space reservation in writing will be responsible for full payment of the space that was reserved.
5. Advertising not clearly distinguishable from editorial will be labeled.
6. In no case is the Publisher liable for any damages or loss of income that may be caused by the inadvertent omission of an advertisement. Failure by the Publisher to publish advertising covered by this order invalidates this order but shall not constitute a breach of contract or affect any earned commissions.
7. Publisher is not liable for any errors in any advertisement, whether such error is in the copy submitted or the fault of the publication. Publisher is only liable for the cost of the advertisement if the error is substantial, and is not responsible for any loss to the advertiser. Publisher is not liable for any cost whatsoever if a proof containing the error was submitted to the advertiser prior to publication and the advertiser had an opportunity to advise the publication of the error before publication.
8. Advertisers and their agencies agree to indemnify, defend, and hold harmless publisher from and against claims or suits resulting from the publications of the contents, both subject matter or graphic appearance, of the advertisement, including without limitation, for libel, violation or right privacy, patent or copyright infringement or plagiarism, and any other suits.
9. No condition, printed or otherwise, appearing on the space order, billing instruction, or copy instructions that conflict with the Publisher's stated policies will be binding on the Publisher.
10. BDANENY will send each advertiser a copy of the newsletter via e-mail or USPS if requested.
11. Liability for advertising content (text, representation, and illustration) is assumed by advertisers and advertising agencies for any claims arising therefrom against publisher. The Publisher reserves right of refusal for any advertising not in keeping with Publisher's standard.

12. All advertising materials must conform to the mechanical specifications listed and arrive by the materials closing date (two weeks prior to publication date).
13. Full payment will be expected within thirty (30) days of the invoice, or a fifteen percent (15%) service charge will be incurred. Accounts left outstanding for more than forty-five (45) calendar days will be prohibited from advertising in upcoming issues until payment is received.
14. All materials will be stored by the Publisher for twelve (12) months after the most recent use and then destroyed unless Publisher is otherwise advised in writing by the advertiser or agency.

Rates –

Number of Issues	¼ Page Advertisement	½ Page Advertisement	Full Page Advertisement
Single Issue	\$425.00/issue	\$825.00/issue	\$1587.50/issue
Two Issues	\$378.00/issue	\$738.00/issue	\$1392.00/issue
Four Issues	\$333.50/issue	\$655.50/issue	\$1253.50/issue
New Button Ad Option- with full year advertising	\$350.00/month	\$300.00/month	\$250.00/month

Page is 8.5 x 11 with one-inch margins.

BDA News: Issued quarterly

Circulation: Approximately 800

Mailed to: BDANENY members, Hemophilia Treatment Center patients, reciprocal newsletters and various other organizations

Closing Dates: Two (2) weeks prior to publication

Cancellations: Cancellations or changes in orders are not accepted after the Space Reservations closing date

Advertising Standards and Review:

Acceptance of all advertising is subject to approval by BDANENY Board of Directors

Send all insertion orders and film to:

BDANENY: bdaneny@hotmail.com, subject BDA NEWS Advertising
or mail: c/o BDA NEWS, PO Box 947, Rensselaer, NY 12144

Required Materials:

Digital data preferred.

Signature: _____

Signature: _____

Date: _____

Date: _____

BDANENY

ADVERTISER