

Display Advertising Agreement

Date: _____

Advertiser: _____

Contact: _____

Address: _____

City, State, ZIP: _____

Telephone: _____

Fax: _____

Email: _____

Web address: _____

Agency (if applicable): _____

Contact: _____

Address: _____

City, State, ZIP: _____

Telephone: _____

Fax: _____

Email: _____

Send Invoice to: Advertiser Agency

Size of ad (check appropriate box):

- Full page (bleed) Full page Half page
 Third (vertical) Third (island) Sixth page

Advertisements should appear in the following issues (check appropriate box):

Note: the Journal is published monthly.

Color (check appropriate box):

- Black Two-color Four-color process

Rate: \$ _____ per insertion

15% agency discount*

No agency

*ad must be billed to and paid by agency

Authorizing agent: _____

Title: _____

Firm: _____

Signature: _____

The terms on the reverse are an integral part of this agreement

If faxing, please send follow-up copy by email. Thank you!

Advertising Agreement Terms

1. New ad copy must be received at the MDA by the dates listed on current rate card.
2. Recognized agencies are allowed a 15 percent discount if full balance of payment is received by MDA. Ad must be billed to agency. Agency will be billed gross amount, recognized agencies please deduct 15 percent when submitting payment.
3. Special position ads must be under a 12-time agreement.
4. This contract may be terminated by either MDA or advertiser by written notice 30 days prior to deadline (see rate card). If advertiser cancels, payment for special position ads must be made for the balance of 12 publications.
5. Ads may be canceled immediately by MDA if account is not paid in 45 days.
6. Accounts not paid in 30 days will be assessed a two percent additional time/price differential for each subsequent 30-day period or portion thereof.
7. Insertion order should accompany all ads. No exceptions. (Signed contract may serve as insertion order.)
8. The Michigan Dental Association reserves the right to reject any advertisers or advertising copy. The current MDA advertising standards are available upon request.
9. The sole remedy for printing or other errors in ads caused by MDA shall be a rebate of the amount paid to MDA for that ad. Any other damages, consequential or otherwise, are specifically excluded.
10. The advertiser agrees to indemnify and hold MDA, its officers, trustees, members, employees and agents, harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.

MICHIGAN DENTAL ASSOCIATION
3657 Okemos Rd, Ste 200
Okemos, MI 48864-3927
517-372-9070

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