



Email to: _____

Advertiser / Agency Information

New Advertiser / Agency

Existing Advertiser / Agency

Advertiser / Agency:	Client Name:	
Contact:	Contact:	
Contact e-mail:	Contact e-mail:	
Phone:	Phone:	Fax:

Billing Information

Bill To: Advertiser/Agency

Client

Send payments to:
Massachusetts Medical Society
Finance Department
[insert address or ACH information]

Agency Billing contact:

Insertion Order Details

I/O Ref. Name:	Adv. / Agency PO # (I/O #):
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Massmed.org Online Advertising

Campaign Flight Dates (m/d/y):	Campaign <input type="checkbox"/> IS <input checked="" type="checkbox"/> IS NOT subject to agency commission
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Ad locations: event website (sponsor and/or exhibitor section if applicable)
event onsite signage –
program book – sponsor, supporter, exhibitor acknowledgment

Rates and terms:

- Event Sponsor: \$ _____
- Supporting Organization: \$ _____

Cancellation policy: Cancellations must be provided on written notice to MMS seven (7) days or more before the start date of the campaign. For cancellations within seven (7) days of the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. For cancellations made during the course of the campaign, advertisers are responsible for 50% of the fee for the remainder of the insertion date.

TOTAL NET IO VALUE: _____

Creative Specifications

- **Mechanical Specifications** [list size of ad ex. Full-page 8”W X 10.5” H or 650W x 130H pixels]

Ads can be high-resolution CMYK PDF or image file (JPG, TIFF, EPS, PNG, PSD) at 300 dpi.

Material Due by _____ n/a received.

Contact:

Insertion Order Authorization

ADVERTISER / AGENCY AUTHORIZATION

FOR MMS USE ONLY

Print Name:

Print Name

Authorized Signature:

Approved

Date:

Date:

Insertion orders are not final until accepted by MMS. All ads are subject to the MMS Online Advertising Policies set forth below.

Special Instructions

- All advertisements are subject to approval of the Massachusetts Medical Society ("MMS"), which reserves the right to reject or cancel any advertisement at any time.
- All advertisements are accepted and published by MMS on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless MMS, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
- MMS shall not be liable for any failure to publish any advertisement accepted by MMS; however, MMS shall use its reasonable efforts to place such advertisement in subsequent available space.
- All advertisements must clearly and prominently identify the advertiser by trademark or signature.
- Advertorials are not accepted on the MMS's website or email service.
- Any reference to MMS or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the MMS's prior written approval for each such use.
- All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, MMS cannot guarantee fixed positioning.
- MMS is not responsible for incidental or consequential damage for errors in displaying an ad.
- MMS may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
- MMS will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
- In the event of nonpayment, MMS reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to MMS.
- Any use of MMS trademarks or copyrighted material for links to and from the MMS's website must be approved, in advance, by the MMS. Any such unauthorized linking is prohibited. The MMS does not endorse or support any product or organization linked to the MMS's website nor is the MMS responsible for the content of any website promoted in an advertisement published by the MMS.
- Recruitment ads: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted. Non-US recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
- Advertised products must be compliant with the regulations in the country where the advertisement will be seen.
- Advertiser links to other websites cannot prevent a user from easily returning to MMS's website.
- Advertising copy must be factual and in good taste.
- Advertising that appears at MMS's website and in email service must be clearly distinguishable from editorial content.
- Advertisements may not include offers for free merchandise or contests.
- MMS does not release personally identifiable data on the users of our websites or email service to advertisers.
- Advertising is separate from content. Advertisers and sponsors have no advance knowledge of content, nor does MMS shape content to accommodate advertising. MMS will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers do not influence any of our content decisions or advertising policies.
- MMS's advertising sales representatives have neither control over, nor prior knowledge of, specific editorial content before it is published.
- Advertisers have no control or influence over the results of searches a user may conduct on the MMS's website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).
- Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on.
- Logos and/or marks of Advertiser/Client will not be displayed in any space (physical or virtual) containing accredited educational content.