



TEXAS HEART INSTITUTE JOURNAL

ONLINE ADVERTISING CONTRACT

Christine Lanzisera
Managing Editor/Advertising
Texas Heart Institute Journal, MC 1-194
P. O. Box 20345
Houston, TX 77225-0345
Voice: (832) 355-8214
E-mail: clanzisera@texasheart.org

This contract is required for placing advertising in the *Texas Heart Institute Journal*.

Frequency

YEAR(S) 2018 2019

February April June

August October December

OR

DURATION

From: _____ To: _____ Total Months: _____

Right of first refusal may be requested after a 12-month contract.

The *Texas Heart Institute Journal* reserves the right to accept or refuse materials and require publication prepayment. The advertiser agrees to assume all liability for content of the ads posted and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

Advertising Contact: Christine Lanzisera

Date: _____

Advertiser: _____

Agency: _____

Ad Type: _____

Number of Insertions _____

Amount (per insertion) \$ _____

- 15% Agency Discount (if applicable) \$ _____

= Net Rate (per insertion) \$ _____

TOTAL (No. of Insertions x Net Rate) \$ _____

Comments, Ad Title, & Special Instructions

(Position, location, size, etc.). See Ad Specs for file requirements.

Signature: _____

Company Information

Company: _____

Attn: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Billing Information Same as company

Company: _____

Attn: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Please check if you would like a paper invoice.
(Invoices will be sent electronically unless otherwise requested.)

I hereby authorize the *Texas Heart Institute Journal* to place advertising on the above website at the rate stated. I understand that I will be billed for the rate quoted plus any production charges incurred for ads not considered site-ready. I also understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days.

Please note that this contract may not be changed or canceled after the space closing deadline. If an advertiser receives a frequency rate for any insertions and does not run the minimum number of insertions necessary to qualify for the frequency rate within a 12-month period, a short rate adjustment will be assessed. The adjustment is the difference between the frequency rate and the rate for the actual number of insertions run.