

# Advertising Agreement



This agreement for advertising is made by and between the Illinois Funeral Directors Association (“Publisher”) and the undersigned advertiser (“Advertiser”) for ads/promotions placed with the IFDA. Advertiser has read and understands the entire Agreement including but not limited to the attached Terms and Conditions, and hereby makes the following commitments:

Information					
Advertiser:		First Name:	Last Name:		
Address:					
City:		State:	Zip:		
Phone:		Email:			
URL Address for Ad:					
IFDA Website Advertising					
Top Right Rail—Single <input type="checkbox"/> 1x @ \$250 <input type="checkbox"/> 6x @ \$200 <input type="checkbox"/> 3x @ \$225 <input type="checkbox"/> 12x @ \$175		Bottom Right Rail—Single <input type="checkbox"/> 1x @ \$200 <input type="checkbox"/> 6x @ \$150 <input type="checkbox"/> 3x @ \$175 <input type="checkbox"/> 12x @ \$125		Top and Bottom Right Rail—Double <input type="checkbox"/> 1x @ \$300 <input type="checkbox"/> 6x @ \$350 <input type="checkbox"/> 3x @ \$375 <input type="checkbox"/> 12x @ \$325	
					Classified Ad <input type="checkbox"/> \$40 Month
IFDA eNewsletter Advertising			Payment Information		
Click-thru Ad with URL <input type="checkbox"/> 1x @ \$250 <input type="checkbox"/> 6x @ \$200 <input type="checkbox"/> 3x @ \$225 <input type="checkbox"/> 12x @ \$175		Classified Ad <input type="checkbox"/> \$40 Month		<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/> Disc <input type="checkbox"/> Check	
			Card #:		
			Exp:		CWV:
Month(s) to Run Advertisement					
<input type="checkbox"/> Jan	<input type="checkbox"/> Feb	<input type="checkbox"/> Mar	<input type="checkbox"/> Apr	<input type="checkbox"/> May	<input type="checkbox"/> Jun
<input type="checkbox"/> Jul	<input type="checkbox"/> Aug	<input type="checkbox"/> Sep	<input type="checkbox"/> Oct	<input type="checkbox"/> Nov	<input type="checkbox"/> Dec
IFDA Convention Advertising					
<input type="checkbox"/> Outside Back Cover @ \$799		<input type="checkbox"/> Inside Back Cover @ \$699			
<input type="checkbox"/> Inside Front Cover @ \$699		<input type="checkbox"/> Full Page @ \$499			
<input type="checkbox"/> 1/2 Page @ \$249		<input type="checkbox"/> 1/4 Page @ \$129			
All payments for advertising must be received by IFDA prior to any advertising being published.					

If you have any questions or need to send images for advertising, contact Richard at rhamilton@ifda.org or 217-525-2000.

Return advertising agreement and payment to:  
 IFDA | 215 S. Grand Ave. W. | Springfield, IL 62704 | 217-525-2000 | Fax 217-525-8342 | info@ifda.org

# Advertising Terms & Conditions



Advertiser and Publisher agree to be bound by the following terms and conditions.

1. Payment terms are due in full within 15 days upon receipt of Advertising Agreement. Publisher will not accept orders if account is 60 days or more delinquent.
2. Complaints and/or requests for any adjustments relative to advertising must be received by Publisher within 10 days of proof of publication.
3. Publisher reserves the right to require payment in advance of publication.
4. In the event of nonpayment, Publisher will hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher. Advertising agencies—signing this agreement, you agree to specific and complete financial responsibility for advertising placed. This agreement supersedes any previous or future order or statement by or to the Publisher disavowing such financial responsibility. Publisher's liability for error or omission shall not exceed cost of advertising space.
5. Publisher will not bill agency-placed advertising to individual clients without written authorization from client.
6. The Publisher will not be bound by any conditions or provisions not stated in this Advertising Agreement and/or Advertising Terms & Conditions (Collectively referred to as "the Agreement"). Publisher shall not be liable for failure of an advertisement to appear, or for failure to produce any issue as scheduled due to acts of God, labor strikes, work stoppage, or for other reasons beyond Publisher's control. Acceptance of all advertising is subject to Publisher's approval. Advertiser agrees to indemnify and protect the Publisher from any loss or expense resulting from claims or suits based upon contents of the subject matter of such advertisements. This includes but is not limited to suits for libel, plagiarism, copyright infringement, and unauthorized use of a person's name or photograph.
7. Advertiser understands that reasonably proper materials must be provided to Publisher to complete advertisement, including but not limited to image(s) and text.
8. This agreement represents the entire understanding and agreement between the parties with respect to the subject matter hereof, and supersedes all other negotiations, understandings, and representations (if any) made by and between such parties. This agreement may not be amended, supplemented, waived, or changed verbally, but only in writing signed by all parties.
9. Advertising may not assign its rights or obligations hereunder without the prior written consent of Publisher, which consent shall be Publisher's sole discretion.
10. All notices, requests, consents and other communications required or permitted under this Agreement shall be in writing.
11. Advertiser understands and acknowledges that this Agreement may not be cancelled by the Advertiser after the Publisher has distributed each publication, and that Advertiser is obligated for the full amount thereof.
12. Advertiser understands and acknowledges that time is of the essence in the performance of this agreement.