

# EMphasis



## Advertising Contract

### ON EMERGENCY MEDICINE IN TEXAS

The Newsletter of the Texas College of Emergency Physicians

*No space reservations will be accepted without this completed and signed advertising contract and payment in full.*

Please type or print

Company Name \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

If Company is an Advertising Agency, your Client's Name \_\_\_\_\_

***Please accept this advertising contract for space in EMphasis.***

**Display Advertising** (please send a jpeg of your artwork to [tcep@aol.com](mailto:tcep@aol.com)) All measurements listed below are horizontal by vertical.

| Size             | (horz. X vert.) | 1 Issue | 3 Issue rate | 6 Issue Rate |
|------------------|-----------------|---------|--------------|--------------|
| ___ ½ Page Ad    | (7 ¼" X 4 ¾")   | \$225   | \$540        | \$1,012      |
| ___ Full Page Ad | (7 ¼" X 10")    | \$425   | \$1,020      | \$1,912      |

**Classified Advertising** (client provides copy only)

| Number of Words      | 1 Issue | 3 Issue rate | 6 Issue Rate |
|----------------------|---------|--------------|--------------|
| ___ 1-70 words       | \$110   | \$264        | \$495        |
| ___ 71 words or more | \$175   | \$420        | \$787        |

#### Frequency of Insertion:

\_\_\_ 1x \_\_\_ 3x \_\_\_ 6x

**3x rate includes a  
20% discount  
on the total cost.**

**6x rate includes a  
25% discount  
on the total cost.**

**Issue(s) of Insertion: (Please State the Year)** \_\_\_\_\_  
\_\_\_\_ January \_\_\_\_ March \_\_\_\_ May \_\_\_\_ July \_\_\_\_ September \_\_\_\_ November

**CLOSING DATE FOR COPY IS THE FIRST DAY OF THE MONTH PRECEDING THE MONTH OF PUBLICATION.**

---

---

Enclosed is my check for \$\_\_\_\_\_. I understand this money is nonrefundable and agree to follow all advertising conditions listed below.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

---

---

**PLEASE READ ADVERTISING CONTRACT CONDITIONS LISTED BELOW**

---

---

**ADVERTISING CONDITIONS**

**Availability**

- All advertising space is booked on a first-come, first-served basis.
- Advertising space is not considered reserved until full payment and a signed contract have arrived in the TCEP office.

**Closing Dates**

- Advertising copy/camera-ready artwork, payment and contract closing date is the first day of the month preceding the month of publication (example: December 1 for January issue).
- TCEP reserves the right to refuse acceptance for any ad not received or paid for by the closing date.
- Previous ads will be repeated if new artwork is not received by the closing date. If no previous insertion, client forfeits cost of contracted space not used, and the unused space will be allocated at the discretion of the publisher.

**Payment**

- All ads are non-commissionable. The rates listed are net rates.
- Advertising space must be paid for in advance of publication.
- Multiple-issue advertisers who fail to comply with pre-payment requirements will incur the non-discounted rate.
- Advertisers under contract will be rate-protected as per the terms of the contract.

**Ad Specifications**

- Any display ads submitted that do not meet the size requirements will be returned.
- Ads must be emailed as a jpeg to tcep@aol.com.
- For display ads submitted by the client, no typesetting or alterations will be done by TCEP.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions which conflict with the publishers stated policy would be binding on the publishers.
- The publisher reserves the right to reject any advertising. All advertising is accepted and published upon authorization from the advertiser to publish the entire contents and subject matter thereof. The advertiser agrees to hold the publisher blameless from all claims, damages, and expenses arising out of any advertising accepted.

**Cancellations**

- No cancellations or changes in contracts reserving space will be accepted after the space reservation closing date. Cancellations or changes must be received *in writing* by the space reservation closing date. Any advertiser canceling after the space reservation deadline must forfeit the cost of the space.

**Texas College of Emergency Physicians • 2525 Wallingwood Bldg 13A  
Austin, Texas 78756 • Telephone (512)306-0605 • Fax (512)329-8943 • [tcep@aol.com](mailto:tcep@aol.com)**