

Client: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Person placing order: \_\_\_\_\_ Agency contact:  Yes  No

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

SIZE	POSITION	AD FREQUENCY	INSERTION DATES
<input type="checkbox"/> Full Page	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> 1x	<input type="checkbox"/> Spring 201____
<input type="checkbox"/> 2/3 Page Vertical	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> 2x	<input type="checkbox"/> Summer 201____
<input type="checkbox"/> 1/2 Page Horizontal	<input type="checkbox"/> Back Cover (restricted size, see rates)	<input type="checkbox"/> 3x	<input type="checkbox"/> Fall 201____
<input type="checkbox"/> 1/3 Page Vertical	<input type="checkbox"/> Other (describe below)	<input type="checkbox"/> 4x	<input type="checkbox"/> Winter 201____
<input type="checkbox"/> 1/6 Page Vertical			

\*Check advertising specs for accurate formats. Go to [www.aualum.org/auburnmagazine](http://www.aualum.org/auburnmagazine)

Special Instructions (e.g. bleed, special position, etc.): \_\_\_\_\_

Ad submission will be:  uploaded to ftp  E-mailed as a “press quality” pdf without crop marks  
 Pulled from previous *Auburn Magazine* issue (specify) \_\_\_\_\_

If buying multiple run, is the same ad to be used for all placements?  Yes  No

(If “No,” materials will be due by applicable ad due dates. See Web site for dates.)

BASE RATE PER INSERTION \_\_\_\_\_

POSITION CHARGE \_\_\_\_\_  
 (other than covers, if applicable)

DISCOUNT \_\_\_\_\_  
 (if applicable; late payments lose discount eligibility)

PRODUCTION CHARGE \_\_\_\_\_  
 (if applicable)

TOTAL DUE EACH INSERTION \_\_\_\_\_

(Note: Pre-payment is required on ALL ads. See Web site for advertising due dates.)

I the undersigned acknowledge request for ad space in *Auburn Magazine* as detailed on this form and attest that I am authorized to buy such space. I agree to abide by the regulations stipulated on this form (see also reverse side) and elsewhere in the media kit including: 1)Cancellation after confirmation of ad space deadline will result in advertiser/agency being billed for half the cost of confirmed space; and 2)Cancellation after ad/payment due date results in full charge for confirmed space. In addition, I understand that pre-payment is required and that late payments of more than 30 days past payment due date will result in a 15% penalty fee added to the original balance. Additional late fees at a rate of 5% per week will accrue after the 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. I understand that I will at that time be responsible for all monies due *Auburn Magazine*, including collection agency fees and potential attorneys’ fees.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Auburn Magazine

## ADVERTISING REGULATIONS

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### Publisher's Protective Clause

The publisher reserves the right to reject or cancel any advertisement at any time, including that which has been published or accepted previously. *Auburn Magazine* will accept no advertising which is racially or sexually discriminatory, nor advertising which is deceiving or fraudulent in nature.

The advertiser and/or his agent agree to assume all liability for content of ads printed 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.

Submission of advertising materials constitutes agreement on the part of the advertiser and/or agent to indemnify and hold harmless the Auburn Alumni Association, Auburn University, and *Auburn Magazine* against any resulting loss, liability, damage, and/or expense of whatever nature.

### Use of Auburn University Logos

All products containing licensed Auburn University names or logos must be registered with The Collegiate Licensing Co., 320 Interstate North, Suite 102, Atlanta, GA 30339, phone (770) 956-0520. Advertisers using Auburn logos will need to provide proof of proper registration.

### Ad Approval

*Auburn Magazine* requires evidence, within reason, of product quality before new advertising is accepted. Product samples should be shipped to the advertising director for approval. The advertisement will not be considered accepted until both the product and the ad are approved.

Advertisers requesting space will be informed of product approval or disapproval as soon as possible to allow for speedy submission of camera-ready or electronic materials. The advertisement submitted for publication must be of professional quality (no laser printer output), even if an agency is not employed. Advertisers and their agencies will be expected to meet the standards *Auburn Magazine* has established.

Advertisers/agencies should check with the advertising director concerning rates and approval of special inserts. Please note that no classified, political, liquor, gambling, or tobacco ads will be accepted. **No order forms or other cutouts allowed.** For ad acceptance, advertisers/agencies must meet the requirements stipulated not only in this section, but elsewhere in the media file and rate card.

### Making a Space Reservation

To make a space reservation, contact the advertising director to determine if space remains for a desired publication date. You should use the space order form printed on the reverse of this page to supply written confirmation of your space request. Follow all deadlines and regulations specified in the media kit and contact the advertising director *early* with any questions or problems.

Whenever possible, preference will be given to advertisers wishing to commit to a four-issue run contract. Advertisers are reminded of the great competition for *Auburn Magazine's* limited ad access and the discounts offered for multiple insertions.

### Payment, Rates, Discounts

Pre-payment is required on all advertisements. Checks should be made out to the Auburn Alumni Association and are due by the "Ad/Payment Due By" dates indicated on the rate card. Cancellation after confirmation of ad space deadline will result in advertiser/agency being billed for half the cost of confirmed space. Cancellation after ad due date results in full charge for confirmed space. In addition, late payments of more than 30 days past payment due date will result in a 15% penalty fee added to the original balance. Additional late fees at a rate of 5% per week will accrue after the 30-day grace period. After 60 days of nonpayment, collection of the original balance plus all penalty fees will be turned over to a collection agency. At that time the advertiser/agency will be responsible for all monies due *Auburn Magazine* including collection agency fees and potential attorneys' fees.

Rates and discounts are listed in the rate card. Frequency discounts are earned on the total number of insertions made within a one-year period (four issues). If, at the end of one year (four issues), an advertiser/agency has failed to fulfill the contract, the advertiser/agency will be subject to short-rate billing.

"Recognized ad agency" as used in the rate card refers to a company which coordinates and processes the space placed with the publisher under the terms of the rate card and regulations, furnishes camera-ready or electronic materials, and pre-pays by deadline. The agency must represent a minimum of three clients.

### Return of Materials

All materials not requested for return within one year of insertion will be destroyed.

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Sign and fax Space Order Form to: (334) 844-1477 or mail to: Auburn Magazine, 317 S. College Street, Auburn University, AL 36849.