



# ASCA 2019 Conference E-Blast Rate Card

Whether you exhibit or not you can still be a part of the 2019 ASCA Conference. This is a great way to promote your company, product/service, college or university to gain more referrals.

The Conference E-Blast will be sent out February, March, April and May the last week of each month to approximately 31,000 potential attendees each month promoting the 2019 Conference. There are four Headline advertising positions. The headline ad is 8-10 words of copy placed between the paragraphs and is linked to your specified URL. We also include "Learn More" at the end also hyperlinked.

### Specifications for Headline Ads:

Provide 8-10 words of copy along with a URL for "read more" link

### Closing Dates:

- Insertion order and ad is due by the 20<sup>th</sup> of the month (blast will be sent out last week of the month)
- E-mail ad text (8-10 words) and URL to [robin@adguidance.com](mailto:robin@adguidance.com)

### RATES PER MONTH

	<u>1X</u>	<u>3X</u>	<u>4X</u>
Headline Ad position #1:	\$555	\$527	\$501
Headline Ad position #2:	\$527	\$501	\$476
Headline Ad position #3:	\$501	\$476	\$452
Headline Ad position #4:	\$476	\$452	\$430

### PAYMENT:

Total billing is due and payable within 30 days of invoice date. Credit cards are also accepted. Advertising rates subject to change without notice unless prior advertising commitment received. All cancellations must be in writing prior to insertion order deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

### For further information, contact:

Robin Cibroski, Ad Guidance, Inc.  
283 Whistlewood Lane, Winchester, VA 22602  
Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550  
E-mail: [robin@adguidance.com](mailto:robin@adguidance.com)



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

# ASCA 2019 Conference E-Blast Advertising Insertion Order Form

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

## ASCA Conference E-Blast Ad Insertion for:

Position #1     Position #2     Position #3     Position #4

## Month(s) for ad to appear: (check all that apply)

Feb. 2019     March 2019     April 2019     May 2019

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## BILLING: Amount to be billed per insertion (See Advertising Rates)

\$ \_\_\_\_\_ (rate) x (# of Months) \_\_\_\_\_ = Total \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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# GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.