

◆ SumNews ◆

The Newsletter of the Massachusetts Society of
Certified Public Accountants, Inc.®

Insertion Order for Display Advertising
(PLEASE PRINT)

Agency: _____ (if applicable) Contact: _____
 Client: _____ E-Mail: _____
 Billing Address: _____ Agency (or) Client
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Authorized Signature: X _____ Date: _____

Color Black & White • Six Issue Insertion Rate Individual Insertion Rate

Size: Full 1/2 Horiz. 1/2 Vert. 3 Col. 1/4 1/8 Bus.Card Cvr. Sponsor

Issue(s):

◆ WinterII (February) <u>Year</u>	◆ SummerII (August) <u>Year</u>
◆ Spring (April) <u>Year</u>	◆ Fall (October) <u>Year</u>
◆ SummerI (June) <u>Year</u>	◆ WinterI (December) <u>Year</u>

Special Notes _____

Terms: Modificatons to Artwork: There will be minium charge of \$75 if modifications to your ad are required. In the event you need your ad created from scratch, the MSCPA's graphic designer, Graphlex will provide this service for you. Please contact Bob Vigliota at bobv@graphlex.com for rates and conditions.

Rates are for ads following Rate Card digital ad specifications. Composition, fine-line camera work or other preparation will be charged at cost. Standard 15% discount applies when ad is supplied by a recognized advertising agency. **Please mail or e-mail ad to Julia Bowker, jbowker@MSCPAonline.org**

PAYMENT TERMS: Cancellations must be received on or before closing date. Advertisers will be pro-rated for portions of canceled contracts. Advertisers will be billed post-publication, and will receive an individual invoice for each issue as well as a copy (tearsheet) of each issue. A late payment charge of \$5 per month will be charged on all balances unpaid 30 days after billing due date. When under contract, advertiser is responsible for notifying the MSCPA of any changes pertaining to advertisement prior to camera-ready art due date. The MSCPA reserves the right in its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published.

Advertisers and advertising agencies (together "Advertisers") assume sole liability for content of advertisements and for claims arising therefrom against MSCPA. Each Advertiser warrants that it has the right to publish (and to authorize MSCPA to publish) its advertisements, and that its advertisements and all content and copy contained therein do not infringe, misappropriate, slander, defame, or otherwise violate the copyright, intellectual property, or other rights of any third party. Each Advertiser will indemnify, defend and hold harmless MSCPA (including its officers, directors, employees, members, and affiliates) and its customers and contractors from any and all liabilities, losses, costs, damages, judgments or expenses (including costs and reasonable attorneys' fees) resulting from or arising in any way out of any alleged breach of the agreements and warranties set forth above.

Gross Rate: _____ x Issue(s) _____ (-)Agency 15%_____ = Net Cost \$_____

Payment Information: _____ MasterCard _____ VISA _____ AMEX _____ Check Enclosed
 Card# _____ - _____ - _____ - _____ Expiration Date MM/YY
 Name on Card _____ Signature _____