

# ALUMNUS

THE MAGAZINE OF THE UNIVERSITY OF ARIZONA ALUMNI ASSOCIATION

## Insertion Order / Contract

Please mail or fax the completed insertion order to Nick Pierson at the alumni office.

Contact Nick Pierson

Direct Line: 520-621-9036

800-232-8278

Fax: 520-621-9030

E-mail: [npierson@al.arizona.edu](mailto:npierson@al.arizona.edu)

### Issues Ordered:

Winter, Spring, and Summer (members only — approx. 36,000)

Fall (all alumni — approx. 170,000)

Advertiser \_\_\_\_\_

Ad Agency \_\_\_\_\_

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

Address \_\_\_\_\_

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

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

E-mail Address \_\_\_\_\_

Ad size ordered \_\_\_\_\_

Position requested \_\_\_\_\_

Special Instructions \_\_\_\_\_

Total cost of ad \$ \_\_\_\_\_

**Payment for Advertising.** Advertiser shall pay for the advertising purchased under this Agreement according to the terms indicated on the University of Arizona Alumni Association's invoice and billing statement. If Advertiser fails to timely pay as provided for in the invoice and billing statement, the University of Arizona Alumni Association may reject Advertiser's copy (including digital files), and/or immediately cancel this agreement. Advertiser then agrees to indemnify the University of Arizona Alumni Association for all advertising preparation expenses, and pay all costs incurred in connection with amounts payable under this Agreement, including court costs and attorney fees.

## Terms and Conditions

Advertisements are accepted upon the representation that the advertiser and/or its agency have the right to publish contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the Publisher harmless against any expense or loss by reason of any claims arising out of publication.

All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing.

Advertisements not received by our production department by the digital file due date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

Conditions other than rates are subject to change by the Publisher without notice.

All ad copy materials, including digital media and the like, which are the property of the advertiser, shall be claimed and removed by the advertiser no later than 30 days following the date of last ad publication. Unclaimed materials shall thereafter become the property of the Publisher and may be retained or destroyed at its sole discretion. Original digital

media, photographs, negatives, transparencies, and artwork shall be provided by the advertiser at its sole and complete risk, and the Publisher shall not be responsible for any such provided material that may become lost, damaged, or destroyed while in its possession. The advertiser is advised to retain original copies or duplicates of any such material for safekeeping.

Alumnus magazine exercises reasonable care and diligence to prevent an error or omission in each advertisement. Alumnus requests digital files for all advertisements. Film negatives and camera-ready art are accepted at an additional production charge. Other than as expressly set forth herein, Alumnus magazine extends no warranties or assurances

with respect to any ad placed and shall not be liable for any incidental or consequential damages with respect to any advertiser or other third party claim. Advertiser's sole remedy in the event of any failure of any kind on the part of Alumnus shall be limited to a refund or credit with respect to the cost of the first ad insertion, limited to the cost of that portion of the ad wherein the error occurred.

No conditions other than those set forth in this document shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this insertion order.

I agree to the Terms and Conditions printed above.

Signed (Advertiser) \_\_\_\_\_ Date \_\_\_\_\_

Signed (Alumnus) \_\_\_\_\_ Date \_\_\_\_\_



THE UNIVERSITY OF ARIZONA ALUMNI ASSOCIATION

WILDCAT FOR LIFE