



325 Lake Vista Drive, Zanesville, OH 43701 Phone 440.382.5607 osrt@osrt.org

Web Site Advertising Agreement and Contract

Banner Ad Rates:

Advertiser may contract with Ohio Society of Radiologic Technologists (herein referred to as OSRT) for a period of one (1), three (3), six (6), nine (9) or twelve (12) month duration for a single advertising space on the OSRT Web site. The advertisement will appear on multiple pages of the Web site including the Home Page. The advertisement may be positioned on the Web site in random rotation with up to 6 other advertisers.

Dimensions/Pixels	One Month	Three Months	Six Months	Nine Months	Twelve Months
468X60 or 150X300	\$100	\$250	\$375	\$500	\$600

Banner Ad Specifications

- Online ads must be submitted electronically and directed to the OSRT Executive Secretary at: osrt@osrt.org.
- The maximum banner ad file size is 50k.
- Acceptable file formats include the following: png, jpg, gif, or animated gif and may also include a link your specific Web page when your company's image is clicked.
- Special multimedia banner requests will be evaluated individually by the OSRT.
- Art must be received five (5) business days prior to the contractual posting date.
- Ads are sold on a first-come, first-served basis, with current, active advertisers offered the right of first refusal.
- Renewals must be made a minimum of 30 days before contract expiration. If renewal is not made by this deadline, the space is made available to the first signed insertion order.

Banner Ad Format/Creative Types

- No misleading creative tactics are permitted. This includes ads fabricating computer warning dialog boxes that lead the viewer to believe the computer, the OSRT server or the network is experiencing technical problems or that the viewer needs to click on the box (ad) to remove the message from the screen.
- Animated GIF ads are allowed. Animation is restricted to a maximum of 30 seconds (at a 15-20 FPS frame rate).
- Endless loops are not allowed. Ads can loop a maximum of three times.
- Ads must not resemble OSRT editorial content (exact or close replication). Ads must not include references to the OSRT unless collaborating in a prearranged co-promotion.

Banner Ad Regulations

- All advertising is subject to publisher approval.
- All advertising is prepaid. All monies are due net 30 days.
- Advertising will not be posted until payment is paid in full.

Cancellations

Cancellations can be accepted only if made before 5 p.m. Eastern Time the day before the deadline. Credit is given when it is the fault of OSRT and results in the reader not being able to contact the advertiser.

Copy Regulations

- OSRT reserves the right to refuse copy at its discretion.
- OSRT recommends that the word “technologist” be used within the body copy or ads instead of “tech” or “technician”.
- OSRT is a professional society of the State of Ohio and the American Society of Radiologic Technologists (ASRT) is a national professional society. Body copy will be revised if necessary to correct any discrepancy.

Conditions

- Ad placement supplied for every advertisement must include the name of the publication, name of advertiser, date to be displayed, size of the advertisement, identification of the advertisement (proof of ad to be furnished, if possible), and any special instructions for color, layout, bleed, etc.
- The publisher reserves the right to reject or discontinue any advertising. The right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12-month time frame, starts from the time of the first ad placement. Twelve (12) month periods do not overlap (i.e., space counted in one contract period to determine the rate for that period cannot be counted again to determine the rate for a previous or future contractual period).
- Cancellation of space order forfeits the right to position protection.
- The publisher’s liability for any error will not exceed the cost of the advertisement in question.
- The publisher accepts no liability if for any reason it becomes necessary to omit an advertisement.
- When body copy revisions covered by an uncanceled placement order are not received by closing date, copy posted in the previous issue will be placed.
- Requests for specified positions at regular rates are considered; however, no assurance is made unless the priority position premium is provided within the client’s agreement.

Checks are payable to: Ohio Society of Radiologic Technologists.

Terms:

A completed and signed advertising contract, all camera-ready artwork for advertisement and basic ad information/layout, should be sent to:

**Executive Secretary
Ohio Society of Radiologic Technologists
325 Lake Vista Drive
Zanesville, OH 43701
Phone: 440.382.5607**

All Advertising information must be received at least three (3) weeks prior to the start date of the contract. Once the advertisement is placed on the OSRT Web site, no changes shall be made for the remainder of your contract period unless a fundamental error has been made.

Advertising on the OSRT Web site is on a first-come, first-served basis. To give all interested parties a fair chance, automatic renewals are not to be expected. If your advertisement is currently being featured, you may not reapply for another contract until 3 weeks before your current contract ends. If you are not currently being featured, you may submit your contract as soon as you wish, but no later than 3 weeks before your contract time is to begin.

You will receive a notice in the mail confirming your advertising contract’s acceptance, and informing you of your scheduled feature month(s), or you will receive a notice (either by mail, phone or fax), requesting that you select an alternate contract time, depending upon space availability.

A check or credit card for the cost of the advertising must be paid in full to the address above *within two weeks* of receiving your confirmation notice, or your reservation will be cancelled for that contract period

Web Site Advertising Agreement and Contract

Company Name: _____

Contact Name: _____

Contact Address: _____

Contact City, State, Zip: _____

Contact Phone #: _____

Date contract was sent: _____

Contract duration requested (one (1), three (3), six (6), nine (9) or twelve (12) month duration):

START:

Month: _____ Year: _____

DURATION: _____ Month(s).

Content of advertisement: (please check all that apply)

____ Company Logo

____ Company Address & Phone Number

____ Company Slogan

____ Company Web Site Link: _____

____ Photograph or Graphic

____ Timely Information (i.e. Company Anniversary, Grand Opening, Relocation, etc.): *(please list)*

I / We have thoroughly read, understand and agree to all of the terms and conditions mentioned in the Web Site Advertising Contract and Agreement put forth by the Ohio Society of Radiologic Technologists.

I / We would like to enter into this contract for the term described within the Contract and Agreement, and will make payment for the full amount of the advertising cost mentioned in the contract of: \$ _____. within two weeks of contract acceptance, failure to make this payment will forfeit this contract and all agreements made within.

I / We further understand that if we forfeit a contract, I / We may reapply for a forthcoming contract term.

Signature of Advertiser: _____

Name of Advertiser (please print clearly): _____

Date Contract Signed: _____

PLEASE DO NOT WRITE IN SPACE BELOW: IT IS FOR OUR OFFICE USE ONLY. THANK YOU!

Signature of Contract Acceptance: _____

Date Acceptance Signed: _____

Deadline for Contract Fee Payment Receipt:

The amount of: _____ needs to be paid in full by: _____ otherwise the contract will be forfeited.