



CALIFORNIA OPTOMETRY

2017 DIGITAL MAGAZINE ADVERTISING AGREEMENT

ADVERTISER NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

Products & Services Purchased

Size	Position	6-time	3-time	1-time
1065 x 132	Front page leaderboard	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$1,500
300 x 600	Front page tower	<input type="checkbox"/> \$858	<input type="checkbox"/> \$1,014	<input type="checkbox"/> \$1,300
300 x 250	Front page rectangle	<input type="checkbox"/> \$396	<input type="checkbox"/> \$468	<input type="checkbox"/> \$600
300 x 100	Front page tile	<input type="checkbox"/> \$264	<input type="checkbox"/> \$312	<input type="checkbox"/> \$400
1065 x 132	Interior page leaderboard	<input type="checkbox"/> \$858	<input type="checkbox"/> \$1,014	<input type="checkbox"/> \$1,300
300 x 600	Interior page tower	<input type="checkbox"/> \$792	<input type="checkbox"/> \$936	<input type="checkbox"/> \$1,200
728 x 250	Interior page large banner	<input type="checkbox"/> \$726	<input type="checkbox"/> \$858	<input type="checkbox"/> \$1,100
728 x 90	Interior page banner	<input type="checkbox"/> \$528	<input type="checkbox"/> \$624	<input type="checkbox"/> \$800
300 x 250	Interior page rectangle	<input type="checkbox"/> \$264	<input type="checkbox"/> \$312	<input type="checkbox"/> \$400
300 x 100	Interior page tile	<input type="checkbox"/> \$132	<input type="checkbox"/> \$156	<input type="checkbox"/> \$200

Preparation: All material necessary for ad placement must be received by COA no later than the specified content due dates. Should ad materials not arrive in time, COA is authorized to publish the last prepared ad, if any. The advertiser would be charged as if the proposed ad had been published.

Insertion/Content Deadlines: 1/9/17 – January/February issue, 2/20/17 – March/April issue, 4/24/17 – May/June issue,
6/19/17 – July/August issue, 8/21/17 – September/October issue, 10/23/17 – November/December issue

Payment: Payment is due by insertion deadline. COA is authorized to hold publication of advertisements until full payment is made.

Refusal: COA reserves the right to refuse any ad for any reason. If an ad is refused during a contract period, COA is authorized to publish the last published ad unless/until a replacement ad is received by COA no later than the content-due date specified in the media kit.

Cancellation: Contracts may not be cancelled once payment is received.

Hold Harmless: Advertiser accepts all responsibility for any and all advertisements published by COA on behalf of the advertiser. Advertisers will hold harmless COA for any and all claims for any ad, including but not limited to tort, copyright, and photo or trademark actions.

Payment

- ☐ I choose to pay the full amount by check or ACH debit ☐ I choose to pay per issue by check or ACH debit
☐ I choose to pay the full amount by credit card ☐ I choose to pay per issue by credit card

PLEASE FAX CREDIT CARD OR ACH DEBIT INFORMATION TO COA'S SECURE FAX LINE: (916) 469-2896

NAME ON CREDIT CARD _____ EXP DATE _____
CARD # _____ SEC CODE _____

NAME(S) ON CHECKING ACCOUNT _____
ROUTING # _____ ACCOUNT # _____

SIGNATURE _____ DATE _____

Please mail check payment to:
California Optometric Association, Attn: California Optometry, 2415 K Street, Sacramento, CA 95816
Please include advertiser name and magazine issue date on check.

FOR COA USE:	
BILL TO	SHIP TO