# INSERTION ORDER FOR ASAM DIGITAL ADVERTISING

**To confirm space availability/ send signed insertion order forms/ submit advertising materials to**

Jennifer Strauser
(407) 221-4292
Highwater Partners, Inc.
Jennifer@highwaterpartners.net

## ADVERTISER INFORMATION

Contact Name _____Title/ Position _____

Organization/Institution _____

Address_____

City _____ State _____Zip/Postal Code _____

Email _____ Phone _____ Fax_____

Name and Title of Legally Authorized Signer of Insertion Order (if different from above)

_____

## ADVERTISEMENT AND INSERTION INFORMATION

***Attention: All Advertising Must Conform to ASAM Advertising Guidelines***

http://www.asam.org/advertising-and-exhibiting-opportunities/asam-advertising-guidelines

☐ I have reviewed the ASAM Guidelines and confirm the advertising being contracted here is in compliance with its provisions.

☐ If your organization is certified by CARF, the Joint Commission, CLIA, CAP please circle any/all that are current.

☐ The advertising being contracted here has previously run in ASAM publications.

Product or Program Advertised_____

Ad Headline _____Target URL in Ad (if any): _____

Will this ad unit be used for all insertions? (yes or no)_____ If multiple ads will be used, please provide detailed information on which ads are to run in which issues.

| Number of Ads | Unit, Position, and Size | |
|---|---|---|
| | Leaderboard 728x90 | **Advertising Vehicle (circle)**<br>**_____ ASAM Weekly**<br>**_____ ASAM.ORG**<br>**_____ ASAM MAGAZINE**<br><br>**Start Date (Issue Date) _____**<br><br>**End Date (Issue Date) _____**<br><br>**Run Pattern (please specify consecutive weeks, specific issue dates, repeating pattern schedule)**<br>**_____** |
| | Skyscraper top position 120x600 | |
| | Skyscraper other position 120x600 | |
| | Top Banner 488x60 | |
| | Banner Other Position 488x60 | |
| | Product Showcase 175x125 | |
| | Featured Text Ad 125x100 | |
| | Text Ad 120x50 | |
| | Left/Right 68x34 | |
| | Left Skyscraper 170x600 | |
| | Anchor Horizontal Skyscraper 620x130 | |
| | Anchor Standard Banner 488x60 | |
| | Right Small Square 200x200 | |
| | ½ Skyscraper 120x300 | |

**Ad space is limited and available on a first-paid, first-published basis.**
**Contact Sales and Service Rep above to confirm availability.**

HIGHWATER PARTNERS, INC

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## PAYMENT AND BILLING INFORMATION

*All advertising pricing is based on the Rate Cards and calculated using the highest frequency rates corresponding to the number of ad placements in the insertion order. Ad frequency is cumulative across all ASAM digital advertising in 2014.*

| Number of Ads | Ad Unit | Official 2015 Rates | | | | | Discount or Promotion | Cost |
|---|---|---|---|---|---|---|---|---|
| **ASAM Weekly** | | **1X** | **8X** | **13X** | **26X** | **52X** | | |
| | Leaderboard | **770** | **2926** | **7700** | **14630** | **27720** | | |
| | Top Skyscraper | **715** | **2640** | **7150** | **13585** | **25740** | | |
| | Skyscraper | **660** | **2508** | **6600** | **12540** | **23760** | | |
| | Top Banner | **715** | **2640** | **7150** | **13585** | **25740** | | |
| | Banner | **594** | **2255** | **6050** | **11495** | **21780** | | |
| | Product Showcase | **550** | **2090** | **5500** | **10450** | **19800** | | |
| | Featured Company | **275** | **1045** | **2750** | **5225** | **9900** | | |
| | Traditional Text Ad | **137.5** | **522.5** | **1375** | **2612.5** | **4950** | | |
| | Left/Right Promotion | **55** | **209** | **550** | **1045** | **1980** | | |
| **ASAM.ORG** | | **1 Mo** | **2 Mo** | **3 Mo** | | | | |
| | Criteria Page Skyscraper | **370** | **663** | **884** | | | | |
| | Criteria Page ½ Skyscraper | **215** | **386** | **515** | | | | |
| | Definition Page Skyscraper | **462** | **851** | **1108** | | | | |
| | Definition Page ½ Skyscraper | **264** | **475** | **635** | | | | |
| **ASAM Magazine** | | **8 Wks** | | | | | | |
| | Leaderboard – Top banner | **750** | | | | | | |
| | Left Skyscraper | **585** | | | | | | |
| | Anchor Skyscraper (horizontal) | **455** | | | | | | |
| | Anchor Standard Banner | **330** | | | | | | |
| | Right Small Square | **290** | | | | | | |
| | | | | | | **TOTALS >** | | |

*To assure your ad will run in the specific issue you select, Insertion Orders must be signed by an authorized person in your organization and accepted by your customer service representative before taking the advertising units out of the active sales inventory. Payment must be received prior to the run date for an ad. Insertion Orders provide several options for payment in full including credit cards, PayPal, electronic checks. If invoicing is preferred, a $20 administrative fee will be assessed.*

Preferred Payment Method ☐ Send Invoice ☐ Credit Card ☐ PayPal ☐ Electronic Check

Credit Card Type _____ Account Number _____Expiration _____Security Code_____

Electronic Check Bank Routing Number _____ Account Number_____

Contact for Billing/ Name on Credit Card _____

Organization/Company/Checking Account Holder_____

Address for Billing/ Credit Card_____

City _____ State _____Zip/Postal Code _____

Email _____ Phone _____ Fax _____

Name and Title of Person Authorized to Sign Insertion Order (Print)

_____

Signature _____ Date _____

Acceptance by Highwater Partners Account and Customer Service Manager _____

*Cancellation Policy: To accommodate unplanned changes in product or program promotion that can occur over the course of 52 weeks, cancellations of and refunds for advertising space in unpublished issues will be permitted if (1) application is made 30 days prior to the advertising date and (2) the advertising space is able to be resold. A non-refundable administrative fee of $100 will be retained from any refunds processed.*