

NRHA Advertising Contract

Thank you for your interest in the National Rural Health Association. We appreciate the opportunity to serve your advertising needs. Rural Roads and The Journal of Rural Health are both excellent ways to reach individuals concerned with rural and underserved areas in the United States.

To guarantee placement of your advertisement, please sign this agreement and fax it to 816/756-3144. If you have any questions, please do not hesitate to contact me at gibson@NRHArural.org or 816/756-3140. Thank you again for the opportunity to serve your needs.

I wish my ad to run in: (Check One)

The Journal of Rural Health; *Rural Roads*;

Both *The Journal of Rural Health* and *Rural Roads* (a 30% discount applies)

Ad Sizes (Check One)	
<i>Journal of Rural Health</i>	<i>Rural Roads</i>
<input type="checkbox"/> Full Page (7 3/8 X 9 7/8")	<input type="checkbox"/> Full Page (8 X 10 1/2")
<input type="checkbox"/> 1/2 Page Horiz. (6 7/8 X 4 3/16")	<input type="checkbox"/> 1/2 Page Horiz. (8 X 5")
<input type="checkbox"/> 1/2 Page Vert. (3 1/4 X 8 5/8")	<input type="checkbox"/> 1/2 Page Vert. (3 3/4 X 10 1/2")
<input type="checkbox"/> 1/3 Page Vert. (6 7/8 X 2 3/4")	<input type="checkbox"/> 1/3 Page Vert. (2 1/4 X 3 1/8")
<input type="checkbox"/> 1/4 Page Vert. (1 1/2 X 8 5/8")	<input type="checkbox"/> 1/4 Page Square (3 1/2 X 4 3/4")
<input type="checkbox"/> 1/4 Page Horiz. (6 7/8 X 2")	
<input type="checkbox"/> 1/4 Page Square (3 1/4 X 4 3/16")	
<u>Color</u>	<u>Publication Frequency</u>
<input type="checkbox"/> B&W only	<input type="checkbox"/> 1 X
<input type="checkbox"/> 2 Color	<input type="checkbox"/> 2 X
<input type="checkbox"/> 3 Color	<input type="checkbox"/> 3 X
<input type="checkbox"/> 4 Color	<input type="checkbox"/> 4 X

(Over)

General Copy and Contract Regulations

1. The Publisher reserves the right to deny any advertising and/or copy deemed to be in bad taste or detrimental to the overall good of the association.
2. Contracts may be canceled by the Advertiser or Publisher with the exception of premium positions. Cancellations must be received in writing two weeks (14 days) prior to the advertisement reservation date.
3. The Publisher shall not be liable for delays in publication, delivery or production of materials.
4. Should the Advertiser fail to meet the specified artwork date at no fault of the Publisher, the Advertiser agrees to pay the agreed upon price.
5. In the event of an error by the Publisher, monetary damages shall not exceed the cost of the advertisement.
6. Advertisers are solely liable and accept responsibility for the content of the contracted advertisement.
7. The Advertiser agrees to abide by the above regulations and to pay the charges specified in the rate card for advertising published at their request.
8. The word "advertisement" may be appended to any advertisement placed at the discretion of the NRHA.
9. Files requiring type setting or extensive correction by the NRHA will be billed at the rate of \$50/hour.

I hereby agree to the following copy and contract regulations for the advertisement placed with the National Rural Health Association.

(Refer to Rate Card for ad rate information)

Total Cost: _____

Name: _____ **Phone:** _____

Address: _____ **City:** _____

State: _____ **Zip:** _____ **E-mail:** _____

Signed: _____ **Date:** _____