

Terms and Conditions

- A copy of the written confirmation stating size, name of the advertiser, date of publication and position must be included with artwork.
- Fifty percent of all payments for advertisements are to be made in full within 15 days after invoiced date. The remaining 50% is due within 30 days of publication.
- All artwork and payments must be received within 15 days after written confirmation has been received at the NADONA/LTC office. Delinquency will result in space in question to once again become available.
- The publisher reserves the right to reposition ad space whenever necessary with no additional cost to the advertiser.
- Receipt of an order is assumed acceptance of all rates and terms under which the advertising is sold.
- The publisher reserves the right to print the word "Advertisement" under such material that, in the opinion of the publisher, appears to be editorial.
- Any changes deemed necessary by the publisher for reasons involving print quality or process will be charged to the advertiser.
- All advertising must be within the publication's standards. The publisher reserves the right to omit any material that, in their opinion, does not coincide with these standards.
- Advertisers and their agencies agree to provide any and all permission for use of text, illustrations, sketches, trademarks or labels that is copyrighted material.
- Reproduction of photographs must be accompanied by permission to reprint. The publisher reserves the right to reject or omit any advertisement that fails to comply with these standards.
- It is understood that NADONA/LTC does not necessarily endorse or support advertisements that appear in *The Director*.
- Advertiser agrees to indemnify and to hold publisher harmless from any and all liability, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred, arising out of or related to Advertiser's breach of any foregoing representations and warranties.

Closing Dates

- Verbal reservations will be accepted through the NADONA National office only. The verbal request must be immediately followed by written confirmation (Insertion Order) within 48 hours via e-mail or fax.
- All cancellations in ad space must be received in writing 30 days prior to print date. Cancellations received after closing date are subject to a \$1,000 service charge.

WEBSITE BANNER ADS, EMAIL CAMPAIGN ADS AND THE DIRECTOR ADS

Please provide complete billing information (Fill out separate insertion orders for each ad placement)

ADVERTISER:

Company: _____

Address: _____

City: _____

State: _____

ZIP: _____

Contact: _____

Telephone: _____

Fax: _____

Email: _____

ADVERTISING AGENCY:

Company: _____

Address: _____

City: _____

State: _____

ZIP: _____

Contact: _____

Telephone: _____

Fax: _____

Email: _____

WEBSITE BANNER AD(S); EMAIL CAMPAIGN(S)

1 Month \$3,000

3 Months \$6,000

6 Months \$9,000

12 Months \$12,000

BANNER AD SPECS:

Vertical: 148x1024px

Horizontal: 1024x148px

EMAIL SPEC

PROVIDE HTML

Beginning Date: ____/____/____

Ending Date: ____/____/____

AD TOTAL(S): _____

THE DIRECTOR ADS – (Journal trim size 8.375" x 10.875")

AD TYPE AND FREQUENCY RATE – *Please select frequency and size*

2 PAGE SPREAD	Call the NADONA office for pricing.			
COVER SEE LAST PAGE FOR ALL PAGE SIZES AND REUIREMENTS				
INSIDE FRONT COVER	1x (\$3,437)	2x (\$3,348)	3x (\$3,254)	4x (\$3,165)
INSIDE BACK COVER	1x (\$3,437)	2x (\$3,348)	3x (\$3,254)	4x (\$3,165)
BACK COVER	1x (\$3,608)	2x (\$3,515)	3x (\$3,416)	4x (\$3,323)
FULL PAGE	1x (\$2,983)	2x (\$2,780)	3x (\$2,623)	4x (\$2,532)
1/2 PAGE	1x (\$1,446)	2x (\$1,354)	3x (\$1,307)	4x (\$1,265)
1/4 PAGE	1x (\$905)	2x (\$854)	3x (\$815)	4x (\$755)

ISSUE DATE/THEME	ARTICLES DUE	ADS DUE	MAILING DATE
Winter '23 (Vol. 31 No. 1) Certification Opportunities	December 30, 2022	January 6, 2023	March 17, 2023
Spring '23 (Vol. 31 No. 2) Pre-Conference and Wounds	March 24, 2023	March 31, 2023	May 12, 2023
Summer '23 (Vol. 31 No. 3) Post Conference Issue	July 12, 2023	July 19, 2023	August 30, 2023
Fall '23 (Vol. 31 No. 4) Infection Prevention	October 20, 2023	October 27, 2023	December 9, 2023
Winter '24 (Vol. 32 No. 1) Leadership/Falls	December 30, 2023	January 5, 2024	March 15, 2024

Ad agencies add 15% to above rates. Ad space for package insert or fair balance statements is not included but is available for an additional charge.

THE DIRECTOR AD(S) TOTAL: _____

GRAND TOTAL:

PAYMENT METHOD

I agree with this contract including the terms and conditions

SUBMIT INVOICE TO:

Advertiser:

Advertising Agency:

SUBMIT TEAR SHEET TO:

Advertiser:

Advertising Agency:

Check Enclosed

Visa

MasterCard

Discover

NOTE: Add 3% when paying by credit card

Ad is included in NADONA Special offer at no additional charge*

Description:

Card#:

Expiration:

Signature:

CVV:

(3-digit code on back)

SUBMIT INSERTION ORDER TO NADONA:

1329 East Kemper Road
Suite 4100A
Springdale, OH 45246

PHONE: 513-791-3679
FAX: 513-791-3699
EMAIL: thedirector@nadona.org