



New England Parenteral Drug Association (NEPDA) Newsletter Advertising Policy

Effective 10/20/10

Signatures / dates below

Author:	Jerry Boudreault, President	Signature On File
Approvers:	Rusty Morrison, President-Elect	Signature On File
	Mary Ellen Brown, Treasurer	Signature On File
	Sarvang Mishra, Secretary	Signature On File
	Louis T. Zaczkiwicz, Member-at-Large	Signature On File
	Melissa J. Smith, Member-at-Large	Signature On File

1. We offer vendors, consultants, operating companies and other organizations the opportunity to promote themselves while supporting the NEPDA Chapter's activities by purchasing advertising in our full color newsletters.
2. There is a maximum limit of a full page size total per issue for each organization or individual.
3. An advertiser can purchase any of the following combinations for the advertisements: (standard rate = non front page)
 - a. Business Card Size: 2 x 3.5 " (l x w) area (\$100 standard rate or \$125 front page placement)
 - b. 4 x 3.5 " (l x w) area (\$200 standard rate or \$250 front page placement)
 - c. 6 x 3.5 " (l x w) area (\$300 standard rate or \$ 500 front page placement)
 - d. 2" x 7" area (\$200) standard
 - e. 4" x 7" half page (\$500) standard
 - f. 6" x 7" (\$750) standard
 - g. 8" x 7" full page (\$1000) standard.

Note: All costs are per issue.

4. Artwork must be submitted electronically at 100 dpi or better in TIF, PDF or JPG format. Individual files cannot exceed 3 MB. Submissions must be in an electronic format. We do not have the capability to scan physical artwork.
5. Artwork must be "print-ready". Quality of the submitted artwork (and therefore quality of the resulting advertisement) is the sole responsibility of the advertiser. We will not edit, enhance, revise, or otherwise manipulate the submitted artwork in an attempt to improve its quality or appearance.
6. Artwork will be scaled up or down to fit within the specified area (item 5 above) printed on 8 1/2" x 11" paper and will be issued at 100dpi size.
7. Advertisements will be placed within the newsletter at the sole artistic discretion of the Newsletter Editor.
8. Neither the NEPDA, the global PDA, or their respective officers or volunteers will be held liable for damages or losses caused by articles within the NEPDA Newsletter.
9. Damages to another organization as a direct result of an advertiser's submission are the responsibility of the respective submitter.
10. Multiple organization or individuals may, without prejudice, submit advertisements for each newsletter, up to a limit generally imposed by the Newsletter Editor based on newsletter size and content. If a limit is imposed, advertisements will be accepted on a first-come, first-served basis.
11. Organization or individuals may share advertisements if they so choose. Each shared advertisement will be considered a full advertisement for each organization or individual with respect to the two advertisements per article limit of item 5.
12. We cannot assure or guarantee exposure to a minimum number of people for any particular newsletter.
13. Advertisers will be provided with a pre-publication version of the newsletter so that they can review and approve the quality only of their advertisement. If the advertiser does not approve of the advertisement, they may either re-submit the advertisement or cancel the advertisement (for which a refund will be provided). If disapproval is not received by the deadline imposed by the Newsletter Editor, the advertisement will be considered approved and acceptable and will be included in the newsletter.
14. Refunds for advertisements will not be provided after publication and distribution of the newsletter.
15. The NEPDA will distribute the newsletter electronically to all subscribers on the NEPDA database, promote it at our bi-monthly dinner meetings, and post it to our chapter website, initially as the current newsletter and then later in the archives. We cannot guarantee how long the newsletter will be available in the archives.
16. Advertisements must be submitted along with this completed form to the Newsletter Editor by the cutoff date listed on the NEPDA calendar at <http://www.pda.org/MainMenuCategory/Chapters/new-england.aspx>. Submission by the deadline does not ensure inclusion into the next newsletter due to space, timing and other publication constraints.
17. Submission of an advertisement and this form to the Newsletter Editor will result in generation of an invoice by the NEPDA Treasurer. Payments for newsletter advertisements must be made prior to publication.

Sponsor acknowledges and accepts the above policy for advertising in the NEPDA Newsletter

Name: _____ Title: _____
 Signature _____
 Date: _____ Email: _____
 Company: _____ Phone #: _____
 Street _____ City, State, _____
 Address: _____ Zip Code: _____

ORDER FORM (Dimensions are L X W in inches)

Advertisement Options	Price Per Ad	Number of Issues	Extended Cost
Business Card Size: 2 x 3.5 standard rate	\$100		
Business Card Size: 2 x 3.5 front page placements	\$125		
4 x 3.5 standard rate	\$200		
4 x 3.5 front page placement	\$250		
6 x 3.5 standard rate	\$300		
6 x 3.5 front page placement	\$500		
2 x 7 standard	\$200		
4 x 7 half page standard	\$500		
6 x 7 standard	\$750		
8 x 7 full page standard	\$1000		

Total Enclosed \$ _____

