

## ACTION ADVERTISING GUIDE

### About the ACTION Newsletter

The ACTION Newsletter is a central source of information on HIV/AIDS research and clinical trials in the Washington Metropolitan Area for both community based organizations, potential trial participants, and interested community members.

### Distribution

The ACTION Newsletter is distributed monthly by fax-broadcast and e-mail. It is also made available in print and via the DC CARE Consortium website. Distribution includes:

- Over 60 DC Area HIV/AIDS Service Organizations and Community Based Organizations.
- HIV/AIDS Clinical Trials Staff at The Veterans Affairs Hospital, Childrens National Medical Center, Georgetown Medical Center, Howard University Hospital, and the National Institutes of Health.
- Community Advisory Board Members from five DC Area HIV/AIDS Community Advisory Boards.
- Interested community members and potential trial participants.

### Specifications

	Width	Height	Rate
Full Page Ad	7.5"	10"	\$200
Half Page Ad	7.5"	5"	\$100

\* A minimum of three monthly insertions is required.

### Terms and Conditions

1. Payment is due within 30 days of receipt of invoice unless other terms have been specifically arranged in writing. Balances may be subjected to a late charge of 2% per month, if not paid in accordance to the Payment terms outlined in this contract.
2. DC CARE Consortium assumes no liability for: (a) errors in or omissions of any ad, beyond the cost of the ad; or (b) interruptions or limitations of publication due to any circumstances beyond its control.
3. All ads are accepted and published by DC CARE Consortium upon the representation by the advertiser that the advertiser is authorized to publish the entire content and subject matter, and that no ad submitted is in violation of any patent, copyright, trademark, trade dress or artist's right of first publication. The advertiser assumes all liability for claims or a suit based upon contents or subject matter of an ad, and agrees to indemnify DC CARE Consortium for any damages, attorney's fees, costs, or expenses incurred by or assessed against DC CARE Consortium.
4. DC CARE Consortium reserves the right to change rates, fees, terms, discounts, or additional costs at any time. DC Care Consortium reserves the right to refuse any advertisement.

# ACTION Advertising Contract

Company or Organization:			
Address:			
City, State, Zip:			
Phone:		Fax:	
E-mail:		Website:	

I authorize the placement of display advertising for the number of insertions indicated below. I agree to abide by the general terms and conditions attached. Ads will run consecutively, unless specified otherwise.

<input type="checkbox"/>	Full Page Ad Three Insertions	\$600	<input type="checkbox"/>	Half Page Ad Three Insertions	\$300
<input type="checkbox"/>	Full Page Ad Six Insertions	\$1200	<input type="checkbox"/>	Half Page Ad Six Insertions	\$600
<input type="checkbox"/>	Full Page Ad Twelve Insertions	\$2400	<input type="checkbox"/>	Half Page Ad Twelve Insertions	\$1200

Authorized Signature	Print Name	Title	Date
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DC CARE Representative	Print Name	Date
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