



CONTACT: Luke Waldron  
Coordinator, Digital Marketing  
(301) 547-4118  
Lwaldron@asam.org

**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)

\_\_\_\_\_

**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.

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

**PAYMENT AND BILLING INFORMATION**

**Make check or money order payable to ASAM.** Full payment in US funds on a US bank must accompany application (ASAM does not accept Purchase Orders as payment). Please include name of exhibiting organization on check or money order.

**Please complete and return with payment to:**

The American Society of Addiction Medicine, Attn: Advertising, 5515 Security Lane, Suite 700, North Bethesda, MD 20852  
Credit card payments may be faxed to ASAM's office at: (301) 656-3815

**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or program promotion that can occur over the course of 52 weeks, cancellations of and refunds for advertising space in unpublished issues will be permitted if (1) application is made 30 days prior to the advertising date and (2) the advertising space is able to be resold.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.

Sign: \_\_\_\_\_

Date: \_\_\_\_\_

Order Total: \$ \_\_\_\_\_

**PAYMENT AND BILLING INFORMATION CONT.**

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.

Payment Method:  VISA  AMEX  Master Card  Discover  Check/Money Order

I hereby authorize the American Society of Addiction Medicine (ASAM) to charge my account for \$\_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Contact or Name on Credit Card \_\_\_\_\_

Organization/Company/Account Holder \_\_\_\_\_

Address for Billing/Credit Card \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Authorized person (Print) \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**ADVERTISEMENT AND INSERTION INFORMATION - WEEKLY**

**ASAM WEEKLY**

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 below.

Start Date:

End Date:

Number of Ads	Ad Unit/Size	1x	4x	13x	26x	52x	Discount or Promotion	Cost
	Leaderboard 728x90	800	3070	8,080	15,300	29,005		
	Top Skyscraper 120x600	750	2,708	7,500	14,005	27,050		
	Skyscraper 120x600	630	2,406	6,400	11,500	25,000		
	Banner 488x60	605	2,255	6,020	10,700	22,760		
	Product Showcase 175x125	570	2,180	5,700	10,570	21,800		
	<b>Totals:</b>							

Run Pattern (Please specify consecutive weeks, specific issue dates, repeating pattern schedule):

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 2017.

**ADVERTISEMENT AND INSERTION INFORMATION - WEBSITE**

**ASAM WEBSITE**

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 below.

Number of Ads	Ad Unit	2016 Monthly Rates			Discount or Promotion	Cost
		1 month	2 month	3 month		
ASAM Criteria Page		1 month	2 month	3 month		
	Skyscraper 120x600	2,000	3,750	5,250		
	Half Skyscraper 120x300	1,000	1,950	2,750		
Definition of Addiction Page		1 month	2 month	3 month		
	Skyscraper 120x600	1,800	3,500	4,750		
	Half Skyscraper 120x300	900	1,750	2,375		
<b>Totals:</b>						

Run Pattern (Please specify consecutive weeks, specific issue dates, repeating pattern schedule):

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 2017.

**ADVERTISEMENT AND INSERTION INFORMATION - CONFERENCE DAILY**

**2017 ASAM ANNUAL CONFERENCE DAILY**

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 below.

RESERVATION DEADLINE: March 17

MATERIALS DUE: March 31

ISSUE DATES: April 6, 7 & 8

Number of Ads	Ad Unit	Per Issue Rate	Discount or Promotion	Cost
EMAIL				
	Leaderboard 728x90	1,540		
	Skyscraper 120x600	1,450		
	Square 200x200	1,150		
LANDING NEWS PAGE				
	Leaderboard 728x90	1,700		
	Skyscraper 120x600	1,625		
<b>Totals</b>				

Run Pattern (Please specify issue dates, repeating pattern schedule):

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 2017.