

FAX THIS FORM TO:

**Susan Konohia**

Fax: 202.789.1899

[skonohia@apic.org](mailto:skonohia@apic.org)

AD SALES CONTACT

**Susan Konohia**

Office: 202.454.2642

[skonohia@apic.org](mailto:skonohia@apic.org)

2017 ELECTRONIC ADVERTISING INSERTION ORDER FORM

Advertising Options:  E-News  Education Now  Chapter Leader News  The Insider

(Check all that apply)

**ADVERTISER INFORMATION**

COMPANY NAME: CONTACT NAME:

PHONE: EMAIL:

ADDRESS:

CITY STATE ZIPCODE

**E-NEWS, EDUCATION NOW**

APIC delivers *E-News* every Wednesday and *Education Now* every other Monday to the full membership (15,000+).

**Insertion Specs**: a 162x180 banner ad (static jpg), 50-word advertorial & a URL to link.

APIC accepts links to sponsors homepage, and out of respect for the privacy of APIC members, cannot accept lead retrievals such as sign-up forms.

All material must be received at [skonohia@apic.org](mailto:skonohia@apic.org) by the Friday two weeks before date(s) selected. Submissions received late will be held for the next edition.

PRICING: $2,000 (4) insertions for *eNews*; $2,100 (4) insertions for *The Insider*

**THE INSIDER, CHAPTER LEADER NEWS**

APIC’s *The Insider* is delivered monthly: Dec-March; twice monthly: Apr-June with a circulation of 20,000

APIC *Chapter Leader News* is delivered monthly in February, April, June, August, October and December to over 1200 chapter leaders.

**Insertion Specs**: a 50-word advertorial, 1 URL and a 162x180 banner ad (static jpg).

APIC accepts links to sponsors homepage, and out of respect for the privacy of APIC members, cannot accept lead retrievals such as sign-up forms.

All material must be received 2 weeks prior to your ad run to

[skonohia@apic.org.](mailto:skonohia@apic.org.%20) Submissions received late will be held for the

next edition.

PRICING: $1,200 (2) insertions for *Chapter Leader News;* $2,100 (4) insertions for *The Insider*

Education Now  Chapter Leader News

Date(s): No. of Weeks: Date(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-News The Insider

Date(s): No. of Weeks: Date(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL AMOUNT DUE:**

**PAYMENT TERMS** (Please select a fee schedule to meet your financial obligation.)

Invoice (Term, Net 30)  Redeem Strategic Partner allocation of dues/credits

**AUTHORIZATION**

Signature on this form indicates a binding financial obligation to APIC for the advertising selected above. Cancellations of signed commitments are not accepted, but deferments within a calendar year are permitted. APIC reserves the right to review all ads for conformity to APIC standards and the right to reject any ads that it deems unacceptable. Ad submissions may not compare trademarked products or disparage competitive products and/or services. Signature below indicates that the advertiser understands that advertising with APIC does not imply endorsement of the advertising company’s products or services by APIC.

PRINT NAME AND TITLE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE DATE

SIGNATURE OF AUTHORIZING COMPANY OFFICER/REPRESENTATIVE DATE