



MONTHLY FORUM ADVERTISING RATES

	3 MONTHS (1 per month) \$300	6 MONTHS (1 per month) \$450	12 MONTHS (1 per month) \$600
FORUM MONTHLY OFFERING/ADS			

MONTHLY FORUM ADVERTISING APPLICATION

NAME OF ORGANIZATION

CONTACT PERSON

EMAIL ADDRESS

PHONE NUMBER

PAYMENT METHOD ☐ CHECK (MADE PAYABLE TO ABORM) ☐ CREDIT CARD

BILLING INFORMATION OF PAYING BY CREDIT CARD

Monthly Forum Advertising

CREDIT CARD TYPE

- ☐ **3 Months** (1 per month) \$300
- ☐ **6 Months** (1 per month) \$450
- ☐ **12 Months** (1 per month) \$600

NAME AS IT APPEARS ON CREDIT CARD

CC#

- ☐ I have read and agree with the terms and condition for advertising submissions.

EXPIRATION DATE SECURITY NUMBER

BILLING ADDRESS

CITY ZIP CODE

COUNTRY

SIGNATURE

ABORM SPONSORSHIP / ADVERTISING TERMS & CONDITIONS

TERMS AND CONDITIONS

1. The Term of the ABORM Sponsorship and Advertising is one (1) calendar year: January 1st – December 31st, regardless of when the Sponsorship is purchased. There are no discounts or refunds for Sponsorships or Advertising.
2. It is the responsibility of the Sponsor to submit ads and banners according to the Specs included here below, by the deadline each month in order to be included in monthly Clinical Pearls Blog Posts, monthly Google Group Ads, and quarterly ABORM Newsletters.
3. **The deadline for all ad/banner submissions is the 15th of each month for ads that run the following month.** Once you purchase your sponsorship, a personalized ad schedule will be sent to you, so you will know your specific due dates. You will receive a reminder email on the 1st of each month, reminding you that the submission deadline for the following month is approaching.

If your ad is going to run for the first time - If you fail to submit your ad by the deadline, it will not run, and you will not be refunded any money for the ad not running. You will have to wait until your next scheduled ad run for your ad to be displayed to the membership.

If your ad has already run and you wish to update or change it - Should you want to change or update an existing ad, it will be your responsibility to check your schedule to see if an ad is due for you or not. If we do not receive a new banner ad or text ad by the monthly submission deadline, we will simply re-use the last designated banner or text ad from the previous submission for the next scheduled date.

Sponsor e-blasts need to be scheduled with a minimum lead-time of 30 days.

4. Banner and text as must be relevant to the ABORM community. Ad images must be clear and recognizable, with legible text. Blurry images on ads will be rejected and posted once corrected.
5. Offensive or inappropriate content will be rejected by the ABORM network. ABORM reserves the right to reject or cancel any advertising for any reason, at any time.
6. Copy Authorization: All ad copy is accepted for publication by ABORM entirely upon the representation that the advertiser is properly authorized to publish the content submitted. It is understood that, in consideration of the digital publication of ads, that the advertiser/sponsor will fully hold harmless and indemnify ABORM from and against any and all claims or suits including, but not limited to libel, defamation, violation of privacy, plagiarism and copyright infringement.
7. Graphic design services or necessary ad corrections will be billed to the advertiser at a rate of \$75 per hour (1 hour minimum).
8. ABORM reserves the right to reject or cancel any advertising for any reason, at any time.

RUN DATES

- ABORM Quarterly Newsletter: Tuesday, Jan. 6, Tuesday, Apr. 7, Tuesday, Jul. 7, Tuesday, Oct. 6
- Clinical Pearls Newsletter: First Friday of each month
- Google Group: Second Friday of each month
- Sponsor E-Blast: Once per month, determined by Sponsor schedule
- Monthly Forum Ads: First of each month

AD/BANNER SPECS

Acceptable Files:

- .JPEG, .JPG, .PNG, .GIF

- Files should not exceed 50K.

- Animated Flash banners are not available for ABORM newsletters or eblasts.

- Include a 1-pixel border around your banner if the background of your banner ad is white.

- Upon submission, please include an e-mail address or web link for your graphic banner and / or text ad.

Quarterly Newsletter Sizes

Feature Top Banner: 440 x 130

Second Image Banner: 180 x 130

Monthly Clinical Pearls

Feature Banner: 410 x 130

Second Image Banner: 180 x 130

E-Blast Ad

200 words or less with a provided link

Text Ads:

15 words or less with a provided link

Google Group Ads

15 words or less with a provided link for footer

Monthly Forum Ads

Feature Image: Not to exceed 260 x 170

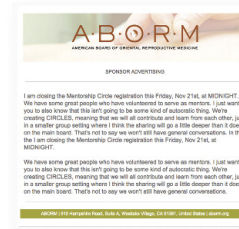
15 words or less with a provided link

Please send advertising to:

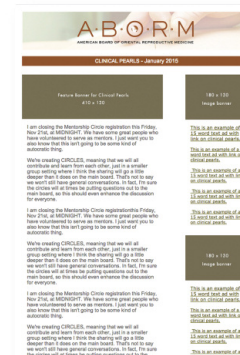
aborm.sponsorships@gmail.com



Quarterly
ABORM Newsletter
Ad Placement



ABORM / Sponsor
E-Blast



Monthly
Clinical Pearls
Ad Placement

