



American Society for Nutrition (ASN)



2011 Advertising Media Kit

Advances in Nutrition—New
ASN Electronic Newsletters—New

The Journal of Nutrition
The American Journal of Clinical Nutrition





American Society for Nutrition (ASN)

About ASN

The American Society for Nutrition (ASN) is a non-profit organization dedicated to bringing together the world's top researchers, clinical nutritionists, and industry representatives to advance our knowledge and application of nutrition for the sake of humans and animals. Our focus ranges from the most critical details of research and application to the broadest applications in society, in the United States and around the world.

ASN's Mission

To develop and extend knowledge of nutrition of all species through fundamental, multidisciplinary, and clinical research; facilitate contact among investigators in nutrition, medicine, and related fields of interest; support the dissemination and application of nutrition science to improve public health and clinical practice worldwide; promote graduate education and training of physicians in nutrition; provide reliable nutrition information to those who need it; and advocate for nutrition research and its application to development and implementation of policies and practices related to nutrition.

ASN's Members

ASN's membership of over 4,000 scientists and practitioners continues to grow daily. Founded in 1928, the Society has membership rolls that read like a "Who's Who" in the field of nutrition research. Founding members included E.V. McCollum and E.L.R. Stokstad. Society members have received Nobel prizes, appointments to the National Academy of Sciences, and many other prestigious honors. ASN members have broken ground in research and practice and continue to serve as trailblazers across the world.

ASN Sustaining Member Program

Partner with ASN and benefit from print and online exposure, annual meeting benefits, and more. For details, please visit www.nutrition.org or contact ASN at marketing@nutrition.org. For special advertising opportunities for sustaining members, contact FASEB AdNet (adnet@FASEB.org or 301-634-7157).

Publisher

ASN
9650 Rockville Pike • Bethesda, MD 20814
Ph: 301-634-7050 • Fax: 301-634-7892
marketing@nutrition.org • www.nutrition.org

Snapshot of Advertising Opportunities

e-Newsletter Ads	TOC Packages
Banner Ads	Print Ads
Inline Ads	Bonus Meeting Issues
eTOC Ads	

Recruitment Advertising

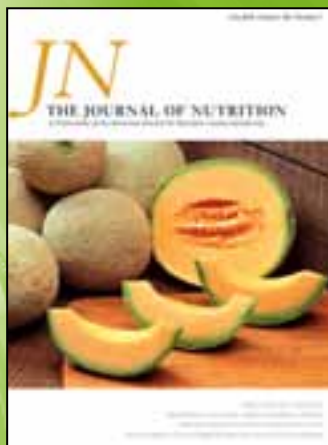
The Journal of Nutrition and *The American Journal of Clinical Nutrition* accept recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the ASN print publications listed. Same sizes and prices apply for product and recruitment ads unless otherwise noted. Formatting is available for print ads. The formatting rates are \$275 for a full page, \$175 for a half page, and \$150 for a quarter page. Recruitment ads can also run in email alerts and as banner ads on journal sites. Online display advertising design is available for \$200 (animated banner) or \$150 (static banner). Contact FASEB AdNet for details (adnet@FASEB.org or 301-634-7157). Recruitment ads can also run on the ASN website's Job Board. Contact Suzanne Price (sprice@nutrition.org or 301-634-7235) for the ASN website advertising.

Bonus Distribution

The Journal of Nutrition and *The American Journal of Clinical Nutrition* will have bonus distribution at Experimental Biology, the ASN Advances and Controversies in Clinical Nutrition Conference, American Association for the Advancement of Science, American Dietetic Association, American College of Gastroenterology, Institute of Food Technologists, American Medical Student Association, Annual Biomedical Research Conference for Minority Students, and all meetings at which ASN is involved as an exhibitor or sponsor (including various government summits and international meetings). For details and a full schedule of meetings, contact FASEB AdNet (adnet@FASEB.org or 301-634-7157).

Advertising Sales

FASEB AdNet
9650 Rockville Pike • Bethesda, MD 20814
Product and Recruitment Sales: 800-43FASEB, ext. 7157 or 301-634-7157
Fax: 301-634-7153
adnet@FASEB.org • www.FASEB.org/adnet



The Journal of Nutrition

Published in print since 1928 and online since 1997, *The Journal of Nutrition (JN)* is the first journal created solely for the publication of nutrition research. *JN* is one of the most widely read journals in its field. With an impact factor of 4.1, it ranks fourth among the peer-reviewed research journals in *JCR's* nutrition and dietetics category. Contents include peer-reviewed research covering all aspects of experimental nutrition including nutrient requirements, clinical nutrition, community and international nutrition, and nutritional biochemistry. The electronic version of *The Journal of Nutrition* receives over 3.1 million hits a month! The online journal features searchable full-text articles, contents alerting services, RSS feeds, and enhanced international access.



<http://jn.nutrition.org>

Statistics:

Web Hits (avg. per month): 3,108,789 Print Circulation: 1,535
 Pageviews (avg. per month): 179,242 Editor: A. Catherine Ross, PhD
 eTOC Registered Users: 17,445 Pennsylvania State University
 Total Subscribers(print and/or online): 5,260

Readership

The journal's international readership consists primarily of research scientists, physicians, dietitians, and industry representatives who are professionally active in the field of nutrition.

Issuance/Closing Dates

The Journal of Nutrition (JN) is published monthly and mailed in polybags. Issues close 35 working days before the issue month. For print ads and graphics, submit a high-resolution PDF file (at least 300 dpi) with all the fonts embedded. Visit www.FASEB.org/adnet for detailed file submission instructions.

Bonus Distribution

The Journal of Nutrition will have bonus distribution at Experimental Biology, the ASN Advances and Controversies in Clinical Nutrition Conference, American Association for the Advancement of Science, American Dietetic Association, American College of Gastroenterology, Institute of Food Technologists, American Medical Student Association, Annual Biomedical Research Conference for Minority Students, and all meetings at which ASN is involved as an exhibitor or sponsor (including various government summits and international meetings). For details and a full schedule of meetings, contact FASEB AdNet (adnet@FASEB.org or 301-634-7157).

Banner Ads

Your 468 x 60 pixel GIF with link to your website will rotate throughout the journal site including homepage, search pages, and article pages.

Inline/Premium Ads

This option includes the banner PLUS hyperlinks at references to your company name in the text of articles. This option allows you to be literally at the readers' fingertips when and where your products are specified.

eTOC Ads

Electronic tables of contents (eTOC) of each issue are emailed to registered users. There are two advertising options (top and bottom placements) on the eTOC alerts. Choose from the two following options. TOP BANNER: Place a banner ad (468 x 60 pixels) at the top

of the eTOC alerts that includes a link to your website. BOTTOM TEXT: Place up to 4 lines of text (62 characters per line) and a link to your website at the bottom of the eTOC alerts. Add a logo to your bottom text ad for extra impact!

TOC Package

Tables of contents (TOC) of each issue are emailed to registered individuals. Sponsor one of these alerts and the corresponding TOC page on the journal site. Your banner ad (468 x 60) will appear at the top of the eTOC email, and your online display ad (195 x 195) will appear on the TOC page for the chosen issue. Add a full-page, 4-color, opposite-TOC ad in the print edition for full TOC coverage!

ASN Publisher Online Package

Purchase a banner ad on the 3 ASN publication websites for \$14,337/year, or purchase a banner and inline ad on the 3 ASN websites for \$20,785/year.

JN Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.
Banner	\$ 955	\$2,292	\$4,011	\$6,876
Premium	\$1,385	\$3,323	\$5,816	\$9,970
eTOC Top: \$1,125/issue.				
eTOC Bottom: \$450/issue. Add logo for \$100				
TOC Pkg: \$1,600/issue. Add print for \$1,510 (a 35% discount!)				

JN Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,320	\$1,185	\$1,135	\$1,055	\$ 875
1/2 Page	\$ 785	\$ 705	\$ 665	\$ 635	\$ 460
1/4 Page	\$ 470	\$ 425	\$ 400	\$ 385	\$ 235

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.

Premium positions add: Cover 2 (25%), Opp TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).



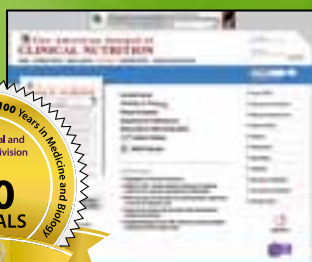
The American Journal of Clinical Nutrition

From its beginning in 1952, *The American Journal of Clinical Nutrition (AJCN)* has become one of the most influential nutrition journals in the world. The primary focus of the *AJCN* is the publication of basic and clinical studies relevant to human nutrition. The *AJCN* publishes original research contributed by scientists throughout the world, editorials, special articles, commentaries, letters to the editor, and supplements. *AJCN's* impact factor of 6.3 ranks it first among the peer-reviewed research journals in *JCR's* nutrition and dietetics category. The online version of *The American Journal of Clinical Nutrition* receives nearly 3.5 million hits per month! The online journal features searchable full-text articles, contents alerting services, RSS feeds, and enhanced international access.

<http://ajcn.nutrition.org>

Statistics:

Web Hits (avg. per month): 3,489,582 Print Circulation: 2,820
 Pageviews (avg. per month): 241,444 Editor-in-Chief: Dennis M. Bier, MD
 eTOC Registered Users: 22,750 Baylor College of Medicine
 Total Subscribers (print and/or online): 6,900



Readership

The journal's international readership consists of research scientists, practicing physicians, dietitians, and food industry representatives. Among many areas of interests are obesity and eating disorders, cardiovascular disease risk, energy and protein metabolism, nutritional epidemiology and public health, and gene-nutrient interactions.

Issuance/Closing Dates

AJCN is published monthly and mailed in polybags. Issues close 35 working days before the issue month. For print ads and graphics, submit a high-resolution PDF file (at least 300 dpi) with all the fonts embedded. Visit www.FASEB.org/adnet for detailed file submission instructions.

Bonus Distribution

The American Journal of Clinical Nutrition will have bonus distribution at Experimental Biology, the ASN Advances and Controversies in Clinical Nutrition Conference, American Association for the Advancement of Science, American Dietetic Association, American College of Gastroenterology, Institute of Food Technologists, American Medical Student Association, Annual Biomedical Research Conference for Minority Students, and all meetings at which ASN is involved as an exhibitor or sponsor (including various government summits and international meetings). For details and a full schedule of meetings, contact FASEB AdNet (adnet@FASEB.org or 301-634-7157).

Banner Ads

Your 468 x 60 pixel GIF with link to your website will rotate throughout the journal site including homepage, search pages, and article pages.

Inline/Premium Ads

This option includes the banner PLUS hyperlinks at references to your company name in the text of articles. This option allows you to be literally at the readers' fingertips when and where your products are specified.

eTOC Ads

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of the eTOC alerts that includes a link to your website. BOTTOM TEXT: Place up to 4 lines of text (62 characters per line) and a link to your website at the bottom of the eTOC alerts. Add a logo to your bottom text ad for extra impact!

TOC Package

Tables of contents (TOC) of each issue are emailed to registered individuals. Sponsor one of these alerts and the corresponding TOC page on the journal site. Your banner ad (468 x 60) will appear at the top of the eTOC email, and your online display ad (195 x 195) will appear on the TOC page for the chosen issue. Add a full-page, 4-color, opposite-TOC ad in the print edition for full TOC coverage!

ASN Publisher Online Package

Purchase a banner ad on the 3 ASN publication websites for \$14,337/year, or purchase a banner and inline ad on the 3 ASN websites for \$20,785/year.

AJCN Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.
Banner	\$1,025	\$2,460	\$4,305	\$7,380
Premium	\$1,486	\$3,566	\$6,241	\$10,699
eTOC Top: \$1,312/issue.				
eTOC Bottom: \$525/issue. Add logo for \$100				
TOC Pkg: \$1,950/issue. Add print for \$1,660 (a 35% discount!)				

AJCN Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,535	\$1,370	\$1,300	\$1,220	\$1,030
1/2 Page	\$ 915	\$ 830	\$ 775	\$ 735	\$ 575
1/4 Page	\$ 545	\$ 505	\$ 470	\$ 440	\$ 295

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.

Premium positions add: Cover 2 (25%), Opp TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).



Advances in Nutrition New Online Review Journal

As the pace of research in the nutritional sciences continues to accelerate, ASN's newest journal—*Advances in Nutrition*—responds to the growing demand for a prestigious, high-profile publication that gathers, synthesizes, and explains the current state of knowledge in all facets of the field. In addition to explaining the significance of new research findings, these reviews will also highlight research gaps and future directions. Keeping pace with each bimonthly issue will keep readers better informed on the state of the science, and assist them in applying the latest findings and best practices to advance their own research and clinical practice. In addition to review articles, *Advances in Nutrition* will disseminate ASN fact sheets, vignettes, position papers, and other content of value to nutritionists and allied health professionals. The journal will also publish supplements with important symposium and conference proceedings. *Advances in Nutrition* will be available online, and an optional print version will also be available.

<http://advances.nutrition.org>

Founding Editor: John W. Suttie, PhD
University of Wisconsin—Madison

Readership

ASN members and current *Journal of Nutrition* and *American Journal of Clinical Nutrition* subscribers will receive the new journal. International readership consists of research scientists, practicing physicians, dietitians, and industry representatives who are professionally active in the field of nutrition.

Issuance/Closing Dates

Advances in Nutrition is published online-only bimonthly (Jan, Mar, May, July, Sept, Nov). An email is sent to registered users with the tables of content for every issue. Banner and eTOC ads are due 30 days prior to the issue month.

Banner Ads

Your 468 x 60 pixel GIF with link to your website will rotate throughout the journal site including the homepage, search pages, and article pages.

Inline/Premium Ads

This option includes the banner PLUS hyperlinks at references to your company name in the text of articles. This option allows you to be literally at the readers' fingertips when and where your products are specified.

eTOC Ads

Electronic tables of contents (eTOC) of each issue are emailed to registered users. There are two advertising options (top and bottom placements) on the eTOC alerts. Choose from the two following options. TOP BANNER: Place a banner ad (468 x 60 pixels) at the top of the eTOC alerts that includes a link to your website. BOTTOM TEXT: Place up to 4 lines of text (62 characters per line) and a link to your website at the bottom of the eTOC alerts. Add a logo to your bottom text ad for extra impact!

TOC Package

Tables of contents (TOC) of each issue are emailed to registered individuals. Sponsor one of these alerts and the corresponding TOC page on the journal website. Your banner ad (468 x 60) will appear at the top of the eTOC email, and your online display ad (195 x 195) will appear on the TOC page for the chosen issue.

Advances in Nutrition Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.
Banner	\$ 545	\$1,308	\$2,289	\$3,924
Premium	\$ 790	\$1,896	\$3,318	\$5,688
eTOC Top: \$950/issue				
eTOC Bottom: \$400/issue. Add logo for \$100				
TOC Package: \$1,330/issue				

ASN Publisher Online Package

Purchase a banner ad on the 3 ASN publication websites for \$14,337/year, or purchase a banner and inline ad on the 3 ASN websites for \$20,785/year.

Unsurpassed Expertise and Vision—Founding Editor John W. Suttie is an internationally recognized nutritional biochemist responsible for much of our current knowledge of the biochemistry and nutritional importance of vitamin K.

“ASN is ideally positioned to launch this new journal and attract the most important reviews in the nutritional sciences. The Society's current research journals are the two most cited journals in the field. Our new publication will highlight where more research is needed and, indeed, point to the future of the nutritional sciences.”

Robert M. Russell, MD
ASN President

ASN Electronic Newsletters

This is a new opportunity to promote to ASN members and other professionals, scientists, researchers, and students in various industries in the nutrition field. Promote your offerings directly to readers' inboxes. Two options currently exist for advertising in the ASN electronic newsletters.

www.nutrition.org/publications/asn-electronic-newsletters/

ASN Member e-Newsletter



Readership

Approximately 3,900 ASN members receive the e-newsletter. Recipients are nutrition scientists, clinical researchers, and practitioners who work in academia, government, or industry. Student and young professional / postdoctoral members also receive the newsletter.

Issuance/Closing Dates

The *ASN Member e-Newsletter* is emailed monthly. Issues close the end of the month prior to the issue (e.g. Jan. 31 for Feb. issue).

ASN Member e-News Ads

The newsletters are emailed to registered users in HTML format. There are two advertising options for each newsletter (top and side bar placements). TOP BANNER: The exclusive sponsorship position is a banner ad (468 x 60) at the top of the alert. SIDE BAR: The side bar ad (120 x 240) runs on the right side of the newsletters, and there are 3 spots available.

ASN Member e-News Ads Advertising Rates

Email Top: \$625/issue (\$500/issue for 3 issues or more).
Email Side Bar: \$450/issue (\$360/issue for 3 issues or more).
Discounts are available for a 3-month insertion order (20%).

Medical Nutrition Highlights and Medical Nutrition News



Readership

Approximately 8,000 ASN Medical Nutrition Council (MNC) members and additional professionals in the medical nutrition field receive the *Medical Nutrition Highlights* and the *Medical Nutrition News*. Recipients are interested in clinical, research, educational, and/or training aspects of nutrition and metabolism as it relates to optimal health and the prevention and treatment of human disease. Most readers are MDs.

Issuance/Closing Dates

Issues close the end of month prior to issue (e.g. Jan. 31 for Feb. issue). Note that the *Highlights* runs monthly, and the *News* runs bi-monthly. Ad placements are accepted year-round and will be placed as soon as possible in both e-newsletters.

Medical Nutrition Highlights and Medical Nutrition News Ads

The newsletters are emailed to registered users in HTML format. There are two advertising options for each newsletter (top and side bar placements). TOP BANNER: The exclusive sponsorship position is a banner ad (468 x 60) at the top of the alert. SIDE BAR: The side bar ad (120 x 240) runs on the right side of the newsletters, and there are 3 spots available.

Highlights and News Advertising Rates

eTOC Top: \$625/issue (\$500/issue for 3 issues or more).
eTOC Side Bar: \$450/issue (\$360/issue for 3 issues or more).
Discounts are available for a 3-month insertion order (20%).

ASN Ad Specifications

Online Ad Dimensions (in pixels) and Deadlines

Ad Type	Ad Size	File Type	Materials Deadline (# working days due before issue month/sponsorship)
Banner Ads	468x60	GIF	30
Inline Ads	n/a	Text	30
TOC Display Ads	195x195	GIF	30
eTOC Ads (Top)	468x60	GIF	30
eTOC Ads (Bottom)	4 lines of text (+ URL)	Text	30
e-News Ads (Top)	468x60	GIF	20
e-News Ads (Side Bar)	120x240	GIF	20

Online Ad Submission

Banner Ads

468 pixels wide by 60 pixels high no larger than 25k. Submit your ad (at least 72 dpi) as a GIF file to adnet@FASEB.org. Provide the URL to which it should be linked. Provide ALT Text (5 words max) for those who have image-load turned off. Please note that only the first or last frame of banner ads might display for browsers or email clients that do not support animated GIFs.

Inline/Premium Ads

Submit your banner ad as a GIF file to adnet@FASEB.org. Provide the URL to which it should be linked. Provide ALT Text (5 words max) for those who have image-load turned off. For the inline/premium service, send the company name exactly as it should be matched in the articles and the URL to which the name should be linked.

eTOC/Email Ads

Top: eTOC alert banner is 468 x 60 pixels. ASN e-Newsletter side bar ads are 120 x 240. Send a GIF file no larger than 25k and at least 72 dpi to adnet@FASEB.org. Animated files are not recommended as only the first frame may be visible in some email clients. Bottom: Email 4 lines of text (62 characters per line) and a link to your website to adnet@FASEB.org 35 days prior to the month of sponsorship. Logos should be a GIF file confined to 110 pixels wide by 40 pixels high. Include the URL for hyperlinking the logo.

TOC Package

eTOC alert banner is 468 x 60 pixels. Send a GIF file no larger than 25K and at least 72 dpi to adnet@FASEB.org. TOC display ad is 195 x 195 pixels. Send a GIF file at least 72 dpi to adnet@FASEB.org. Include your URL and alternative text with both files for those users who have image-load turned off.

Print Ad Dimensions (in inches) and Deadlines

Publication	Publication Trim Size	Full Page Ad Bleed	Full Page Ad	Half Horz. Ad	Half Vert. Ad	Quarter Page Ad	Materials Deadline (# working days due before issue month)
The American Journal of Clinical Nutrition	8.125x10.875	8.25x11	7x10	7x4.875	3.375x10	3.375x4.875	35
The Journal of Nutrition	8.125x10.875	8.25x11	7x10	7x4.875	3.375x10	3.375x4.875	35

Note: Metric sizes available at www.FASEB.org/adnet or call 301-634-7117 for conversions.

Print Ad Submission

Ad Material

Digital files are preferred. A high-resolution (at least 300 dpi) PDF file with all fonts embedded is preferred. Hard copy proofs are required for all digital ads. Color proofs are required for all color ads. For more information on creating files and proofs, contact FASEB AdNet (adnet@FASEB.org or 301-634-7117) or go to www.FASEB.org/adnet. On all files, please include agency name, advertiser name, a contact person with phone number, email address, and a return address; issue date and publication name/advertising location, list of contents, file or ad name, and the file type/format.

Electronic Transfers

Internet-FTP or email attachment *FTP Instructions: Site name: <ftp://ftp.FASEB.org/> *Contact AdNet for access and posting details (adnet@FASEB.org or 301-634-7117). Notify AdNet of file transfer and to send a hard copy of the ad.

Contact

Mail artwork and color proofs to:
 FASEB AdNet--The Advertising Network for the Life Sciences
 9650 Rockville Pike
 Bethesda, MD 20814-3998
 Email artwork or questions to: adnet@FASEB.org
 Toll free phone: 800-43FASEB, ext. 7117 or directly: 301-634-7117
 Fax: 301-634-7153
 Website: www.FASEB.org/adnet

FASEB AdNet Advertising Policies and Conditions

Acceptance: Publishers reserve the right to decline any advertisement. All new advertisements must be received by the publisher by the closing dates. The publisher reserves the right to discontinue any advertising. The word "advertisement" will be printed at the top of advertisements which, in the opinion of the publisher, may be confused with articles. Publishers do not endorse the products and/or services in ads or by the vendors, and ad agencies are responsible for all content of ads, and also assume responsibility for any claims made against them.

Insertion Orders: All orders must be received in writing prior to the closing dates. Conditions must be specified on the order. The order must be accompanied by a replica or copy of the ad. Printed conditions on orders will not be accepted as binding if in conflict with AdNet policies.

Material Requirements: Materials must conform to AdNet's published material requirements. Charges will be incurred for any additional work involved. If new material is not received by the closing date, existing materials will be repeated. Hard copy proofs are required for all digitally supplied print ads. Color proofs are required for all color ads. AdNet accepts no responsibility for printing and color errors if a matching proof is not supplied.

Ad Placements: Advertising will precede or follow scientific editorial in the journals. Ads may be interspersed with content in the newsletters and magazines. Request for specified position at R.O.P. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

eTOC Alert Policy: If eTOC sponsorships are reserved for a particular issue or issues and usable material is not received by the deadline, FASEB AdNet reserves the right to bill the advertiser for the issue(s) ordered. Exact appearance and formatting of the eTOC ad cannot be guaranteed. Limit the amount of special characters (e.g. registered trademarks) as they may not display properly. All text supplied will appear in the alerts as long as it fits within the size specifications. Logos and graphics are viewable only to registered users accepting HTML formatted emails. Animated banners are not recommended as all frames will not display in all email clients.

Banner Advertising: The banner ad graphic may be changed no more than once a month. Charges may occur for additional changes.

Inline Advertising: Each advertiser/company is allowed up to 3 variations in company or product name for their inline links. Charges may occur for additional links.

Web TOC Policy: Online display ads will remain on the reserved issue of the journal TOC webpage for a period of 12 months.

Cancellation: Print cancellations are not accepted after the space closing date. Online cancellations are not accepted less than 30 days from start date of online campaign. AdNet reserves the right to charge for advertisements pulled after these dates. Frequency commitments not fulfilled will be readjusted and the difference invoiced. Copy corrections are not guaranteed after the closing date. Advertisements ordered typeset/created and not used will be charged for composition. Any revision or special handling of materials will be billed to the advertiser.

Commissions: 15% standard agency discount to recognized agencies.

Discounts: Frequency discounts apply across all AdNet represented print titles. Note that the frequency rates are the per issue price.

Payment Policy: Net 30 days. No cash discounts. Only checks drawn on U.S. banks in U.S. dollars are accepted. Accepted credit cards are: VISA, MasterCard, and American Express. Any and all expenses incurred while collecting on a delinquent account are billable to the delinquent account. AdNet reserves the right to disallow the 15% agency discount on accounts not settled within 30 days. AdNet publishers reserve the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. AdNet reserves the right to contact the advertiser directly if payment is not received in a timely manner. Failure to pay more than two consecutive invoices may result in the suspension of advertising. At that time, reinstatement of advertising will be at the discretion of the publisher.

Disposition of Material: Ad files/artwork will be held for one year after publication unless otherwise requested in writing.

Publisher Liability: AdNet publishers will not be liable for any special, indirect, or consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for errors in any advertisement published, nor of its failure to appear on any specific date. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher for any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted matter), or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.