



AATH
65 Enterprise
Aliso Viejo, CA 92656
888-747-AATH
info@aath.org

AATH – Advertising Rates and Agreement

AATH Website

(Run of the site – Block)	Dimensions (px)	1x Rate	2x Rate	6x Rate	12x Rate
Left Column Block	180 x 180	\$275	\$440	\$1,235	\$2,300
Right Column Block	250 x 180	\$325	\$520	\$1,465	\$2,700

(Run of the site – Footer)	Dimensions (px)	1x Rate	2x Rate	6x Rate	12x Rate
Bottom Footer	728 x 90	\$450	\$720	\$2,025	\$3,750

(Front page only)	Dimensions (px)	1x Rate	2x Rate	6x Rate	12x Rate
Left Column Block	180 x 180	\$175	\$280	\$785	\$1,470
Right Column Block	250 x 180	\$225	\$360	\$1,000	\$3,450
Bottom Footer	728 x 90	\$300	\$480	\$1,350	\$3,550

Email Blasts

(Humor-Connection)	Dimensions (px)	1x Rate	2x Rate	6x Rate	12x Rate
Column Block (L or R)	150 x 150	\$150	\$240	\$675	\$1,250

Website and Email Blasts

(Run + Humor-Connection)	Dimensions (px)	1x Rate	2x Rate	6x Rate	12x Rate
Left Column Block	180 x 180	\$340	\$550	\$1,525	\$2,850
Right Column Block	250 x 180	\$380	\$600	\$1,710	\$3,175
Bottom Footer	728 x 90	\$480	\$765	\$2,150	\$4,025

Rate period is one month for all Web advertising and one email blast for Humor-Connection

Newsletter Advertising:

Ads for Humor-related goods and services will be accepted on a first-come, first-served basis. AATH has discretion to limit the amount of space dedicated to advertising. Every effort will be made to afford the advertising position desired; however, under no circumstance is position guaranteed.

Ad Copy: All information for your advertisement must be submitted with this order in digital form.

Payment in full for all insertions must be submitted with this signed agreement and the ad copy for the ad to run. Make checks payable to AATH and mail to the address on top of this form. EIN 36-3552551.

The undersigned advertiser and/or advertising agency and its/their employees or agents (referred to as “Advertiser”) hereby requests the insertion(s) of the advertisement shown on the front page of this Advertising Order and Agreement (“Agreement”) in accordance with the rates in effect at the time the agreement is signed by the parties and subject to the conditions above and the following terms and conditions.

1. The Association for Applied and Therapeutic Humor (“AATH”) reserves the right to reject or edit any advertising copy. AATH reserves the right to review all advertising copy in its completed form, supplements containing advertising and editorial material, as well as product samples prior to publishing and/or distributing. AATH also reserves the right, in its sole discretion, to reject any item that AATH considers not to be in the best interests of AATH or its members. Editorial style advertisements must contain the word “ADVERTISEMENT” at the top of the ad. Advertisements that match, imitate or otherwise copy the editorial styles of AATH publications will be rejected.
2. Advertiser agrees to hold harmless and indemnify AATH against any and all liability, loss, or expense arising from or incident to the publication of Advertiser’s advertisement, including but not limited to, claims of libel, unfair competition, infringement of trademarks, trade names, patents, copyrights and proprietary rights, and violation of rights or privacy.
3. Except as otherwise provided herein, AATH is not liable for any damages whatsoever resulting from omission of any portion of an insertion, omission of an entire insertion, or for any copy errors. Advertiser’s sole and exclusive remedy for any and all claims against AATH in any way related to the publication of Advertiser’s advertisement under this Agreement and/or the Agreement itself is the amount paid by Advertiser to AATH for any such publication. Advertiser must make all claims arising from errors or omissions in publication of Advertiser’s advertisement within ten days after they occur or be forever barred from asserting any such claim against AATH.
4. Advertiser will furnish acceptable digital copy on or before the established deadline(s).
5. Advertising costs are due and payment in full must be paid when Advertiser presents the advertisement to AATH for placement. Advertiser agrees to pay for the collection costs and reasonable attorneys’ fees in connection with Advertiser’s breach of the terms of this Agreement and agrees that such costs and fees shall be made a part of any judgment rendered thereon.
6. This Agreement shall become effective when signed by Advertiser’s authorized agent AND an authorized agent of AATH.
7. In its sole discretion, AATH may change the rates covered in this Agreement with thirty days written notice to Advertiser. Before the date of the effective new rate, Advertiser may elect to cancel this Agreement without a rate adjustment, by providing AATH written notice of cancellation, prior to the effective date of adjustment.
8. AATH shall not be liable for any failure to comply with any provision of this Agreement that results from system or computer failure, a labor dispute, accidents, acts of God or other events beyond AATH control.
9. This Agreement may be cancelled by mutual written consent of the parties, or by either party giving 30 days written notice of cancellation to the other party. AATH may cancel this Agreement for failure of Advertiser to comply with the provisions of this Agreement. In the event of cancellation by AATH, AATH agrees to reimburse Advertiser for all unplaced advertisements at the rate paid, except where such cancellation was occasioned by Advertiser’s breach.
10. This Agreement shall be governed by and construed under the laws of the State of California and is the entire agreement between the parties.

Advertiser’s Authorized Signature: _____

Print Name: _____ **Date:** _____

AATH’s Authorized Signature: _____

Print Name: _____ **Date:** _____

Form of Payment

__ My check in the amount of \$_____ is enclosed.

__ Please charge \$_____ to my

o Visa card # _____

o MasterCard # _____

o AMEX # _____

Name on Card: _____

Expiration Date: _____

Signature _____

**Please submit the signed Agreement, credit card information and digital artwork to info@aath.org .
Or mail to AATH, 65 Enterprise, Aliso Viejo, CA 92656. By fax: 949-715-6931.**