



## ASCA Aspects Monthly E-Newsletter

With a membership of more than 36,000 school counseling professionals, ASCA focuses on providing professional development, enhancing school counseling programs and researching effective school counseling practices.

ASCA Aspects is e-mailed **monthly** to approximately 35,000+ ASCA members and non-members who have selected to receive the newsletter. ASCA Aspects is sent out on approximately the 15<sup>th</sup> of each month. There are four display ad positions as well as four headline ad positions available. The headline ads fall between the articles and are linked to your URL along with “learn more” at the end.

### Specifications:

**Display Ad Size** – 175 (w) x 70 (h) pixels (static jpeg file only) Provide URL address

**Headline Ad** – Provide 8-10 words of text along with a URL for hyperlink

### Closing Dates:

- Insertion order is due by the 5<sup>th</sup> of the month to be published in that month’s ASCA Aspects.
- Ad material is due by the 10<sup>th</sup> of the month.
- E-mail ad and URL to [robin@adguidance.com](mailto:robin@adguidance.com)

### ASCA Aspects Rates Per Month

#### Display Advertising:

	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>12X</u>
<b>Position #1</b>	\$689	\$655	\$621	\$616
<b>Position #2</b>	\$655	\$622	\$590	\$585
<b>Position #3</b>	\$622	\$591	\$561	\$533
<b>Position #4</b>	\$591	\$561	\$533	\$507

#### Headline Advertising:

	<u>1X</u>	<u>3X</u>	<u>6X</u>	<u>12X</u>
<b>Position #1</b>	\$555	\$527	\$521	\$476
<b>Position #2</b>	\$527	\$501	\$476	\$452
<b>Position #3</b>	\$501	\$476	\$452	\$430
<b>Position #4</b>	\$476	\$452	\$430	\$408

### PAYMENT:

Total billing is due and payable within 30 days of invoice date. Credit cards are also accepted. Advertising rates subject to change without notice unless prior advertising commitment received. All cancellations must be in writing prior to insertion order deadline for issue and shall not be considered accepted until confirmed by Ad Guidance.

### For further information, contact:

Robin Cibroski • Ad Guidance, Inc.

283 Whistlewood Lane, Winchester VA 22602

Toll Free: 1-800-597-7210 • Fax: 1-540-542-0550 • E-mail: [robin@adguidance.com](mailto:robin@adguidance.com)



# ASCA Aspects Advertising Insertion Order Form

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

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

Contact \_\_\_\_\_ E-mail \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

## ASCA Aspects Ad Insertion for:

**Display Ad:**     Position #1         Position #2         Position #3         Position #4

**Headline Ad:**    Position #1         Position #2         Position #3         Position #4

## Month(s) for ad to appear: (check all that apply)

### 2019

- Jan. 2019             July 2019
- Feb. 2019             Aug. 2019
- March 2019           Sept. 2019
- April 2019            Oct. 2019
- May 2019             Nov. 2019
- June 2019             Dec. 2019

### 2020

- Jan. 2020             July. 2020
- Feb. 2020             Aug. 2020
- March 2020           Sept. 2020
- April 2020            Oct. 2020
- May 2020             Nov. 2020
- June 2020             Dec. 2020

## Method of Payment:

**Please Bill Me**

Amount to be billed per insertion (See advertising rates)

\$ \_\_\_\_\_ (rate) X (# of mths) \_\_\_\_\_ = Total \$ \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

I authorize ASCA to charge my credit card for  
\$ \_\_\_\_\_

Visa     MasterCard     American Express

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
V-Code number

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## Send Insertion Order to:

Robin Cibroski • E-mail: [robin@adguidance.com](mailto:robin@adguidance.com)  
Phone: 1-800-597-7210 • Fax: 1-540-542-0550

# GENERAL CONDITIONS FOR ADVERTISING

No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the offices of Ad Guidance, Inc. by the closing deadline specified by Ad Guidance, Inc. for the issue(s) desired.

Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the offices of Ad Guidance, Inc. by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.

If all necessary advertising materials are not received at the offices of Ad Guidance, Inc. by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.

No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.

Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.

The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.

The Publisher shall not be responsible for errors caused by designers and typesetters.

The Publisher shall not be responsible for claims made in advertisements, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.

All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.

The Advertiser and any agency utilized by it are subject to satisfactory credit reports.

The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents, and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.

In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.