

Advertising Policies and Conditions

Definitions

“Ad” – means any advertisement/creative provided by Agency or Advertiser.

“Advertiser” – means the organization placing the ad. If the organization is represented by an Agency, the organization for which Agency is working is the agent under an applicable IO.

“Advertising Campaign” – means the length of time for insertion as detailed in the IO; an advertising campaign may have multiple ads that run through the duration of the insertion.

“Agency” – means the advertising agency listed on the applicable IO.

“IO” – means a mutually agreed insertion order that incorporates these policies and conditions, under which APS will deliver ads (via print and/or online) for the benefit of the Agency or Advertiser.

“Policies” – means advertising criteria or specifications made conspicuously available, including content limitations, technical specifications, other editorial or advertising policies, and advertising materials due dates that an IO is bound by.

Acceptance

All ads submitted for publication must comply with applicable US and International laws, and may not be indecent, obscene, or defamatory. All advertising campaigns and ads are subject to publisher approval. Publishers reserve the right to decline any ad, at any time, without cause.

All new ads must be received by the publisher by the closing dates. The publisher reserves the right to discontinue any ad. The word “advertisement” may be printed at the top of ad which, in the opinion of the publisher, may be confused with articles or give the impression of publisher endorsement. Publishers do not endorse the products and/or services in ads or by the Advertisers. The Agency and/or Advertiser is responsible for all content of ads, and also assumes responsibility for any claims made against Agency and/or Advertiser.

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 APS Advertising Policies and Conditions.

Material Requirements

Materials must conform to APS published material requirements. Charges will be incurred for any additional work involved at \$100/hour. If new material is not received by the closing date, the most recent materials on file will be used. Hard copy proofs are required for all digitally supplied print ads. Color proofs are required for all color ads. APS accepts no responsibility for printing and color errors.

APS can provide design assistance for recruitment ads for a nominal fee. For print recruitment ads, the formatting rates are \$300 for a full page, \$200 for a half page, and \$175 for a quarter page. For online recruitment ads, design is available for \$450 (animated banner no more than 2 frames) or \$400 (static banner). Both costs include logo placement.

Ad Placements and Viewability

Ads will precede or follow scientific editorial content in the print journals. Ads may be interspersed with content in the newsletters and magazines. Request for specified position at run of publication (ROP) rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

If ads are reserved for a particular issue or issues and usable material is not received by the deadline, APS reserves the right to bill the Advertiser for the issue(s) ordered. Exact appearance and formatting of the ad cannot be guaranteed.

For eToc ads, 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 ad may be changed no more than once a month per each advertising campaign. Charges may occur for additional changes at \$75 per change.

Web TOC Policy

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

Reporting

Monthly reporting is available upon request for online ads, electronically or via email, unless otherwise specified on the IO.

MakeGoods

If actual deliverables for any campaign fall below guaranteed levels, as set forth on the IO, and/or if there is an omission of any ad, the Advertiser and APS will use commercially reasonable efforts to agree upon the conditions of a makegood flight, either on the IO or at the time of the shortfall. If no makegood can be agreed upon, APS will execute a credit equal to the value of the under-delivered portion of the IO for which it was charged.

Cancellation

Print cancellations are not accepted after the space closing date. Online cancellations are not accepted less than 30 days from start date of an ad campaign. APS reserves the right to charge in full for advertisements pulled after these dates.

If print or online ads are reserved for a particular issue(s) and usable material is not received by the deadline, APS reserves the right to bill the advertiser for the issue(s) ordered. Frequency commitments not fulfilled will be readjusted and the difference invoiced. Copy corrections are not guaranteed after the closing date. Advertisements ordered typeset/designed and not used will be charged for composition. Any revision or special handling of materials will be billed to the advertiser.

Payment Policy

Current advertising rates apply, and may be changed by APS at any time with notice. Advertiser agrees to pay net 30 days. A penalty of 2.5% per month accrues after 60 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. APS 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. APS 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.