

**Agency** \_\_\_\_\_ **Contact** \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

Agency E-mail \_\_\_\_\_

Today's Date \_\_\_\_\_

**Advertiser** \_\_\_\_\_

Advertiser Contact \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

Web Site \_\_\_\_\_

Bill: Agency  Advertiser

Month(s) \_\_\_\_\_ Date of e-blast \_\_\_\_\_  
(Subject to scheduling and approval)

Headline/subject line \_\_\_\_\_

**Total Price** \$ \_\_\_\_\_  
**(ELECTRONIC ADS NOT ELIGIBLE FOR DISCOUNTS)**

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return form to:**

Linda Crocker  
Credit Union National Association  
P.O. Box 431  
Madison, WI 53701-0431  
800-356-9655, ext. 4122  
Fax: 608-231-4263  
lcrocker@cuna.com

**Shipping address:**

5710 Mineral Point Road  
Madison, WI 53705-4454

**Contact:**

- Cathy Woods  
602-863-2212  
Fax: 602-863-6551  
cathy.woods@mediawestintl.com
- Chris Kennedy  
847-656-0322, ext. 3008  
Fax: 847-498-5911  
ckennedy@cuna.com

### Advertorial Technical Specifications

**Size:** 440x750 pixels

**Deadline:** HTML format required. Sponsor selects the send date. (No Flash® files accepted)

**Material Deadline:** Two weeks prior to live/send date.

**Contact:** Send files to Linda Crocker at lcrocker@cuna.com

**Pricing:** \$5,250 per month - 1 time  
\$4,725 per month - 4 times  
\$4,200 per month - 8 times  
\$3,675 per month - 12 times



- 1.** Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement plus any special instructions such as bleed, color, etc. All print ads run to SWOP standards.
- 2.** No additional documents or conditions, other than those appearing on the current insertion order, these Terms and Conditions, billing instructions or copy instructions mutually agreed to in writing by the parties, will be binding on the publisher.
- 3.** A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
- 4.** Contract will be billed at rate earned through the previous twelve months or billed at rate earned through contract year without incurring short rate, provided that the same frequency is maintained up to the time of cancellation. Payment will be due in full within 30 days of invoicing. Advertiser/agency agrees to pay publisher for all costs of collection of overdue amounts including court costs and attorney fees.
- 5.** Space orders should specify a definite schedule of insertions, issues, sizes of space, and color.
- 6.** The submission of an insertion order is considered an acceptance by advertiser and/or agency of all the rates, terms and conditions under which advertising is at the time sold and a contractual commitment to place the advertisement at the rates set out in the most current rate card. Absence of an advertiser/agency signature on the insertion order will not invalidate the order. Submission must be before the advertising closing date noted on the rate card.
- 7.** These terms and conditions along with the insertion order and the General Information contained in the current Advertising Media Planner brochure constitute the entire understanding of the parties. No prior agreements, representations or communications, oral or written, between the parties shall have any effect.
- 8.** If more or fewer insertions are placed within one year than specified in the order, charges will be adjusted in accordance with established rates.
- 9.** Cancellation of space order forfeits the right to position protection.
- 10.** The publisher reserves the right to give better position than specified in the order, at no increase in rate. Publisher reserves the right, in its sole discretion, to deny space to advertisers, including but not limited to, entities whose products or services are inconsistent with Publisher's policies and philosophies or are direct competitors of Publisher's own products and services.
- 11.** Advertiser and advertising agency represent that they have the authority to request publication of any advertisement for which they submit an insertion order and agree to indemnify, defend, and hold harmless the publisher from any and all claims, expenses, etc. of any nature, including court costs and attorney fees, for which publisher may become liable relating in any way to its distribution or publishing of the advertising including but not limited to libel, privacy, unfair competition, defamation, copyright, trademark violations, etc. with regard to text, illustrations, representations, sketches, maps, labels or other materials contained in advertisements printed, or the unauthorized use of any person's personal information or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. All references in these terms and conditions to advertiser shall apply equally to advertising agency if one is used.
- 12.** Publisher has the right but not the duty to investigate any product or service, and the claims made for it in the advertisement submitted for publication prior to acceptance.
- 13.** All advertising is subject to the publisher's approval. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- 14.** The publisher's liability, if any, will not exceed the charge for the advertisement in question. Publisher will not be liable for any failure or delay caused by an Act of God or circumstance beyond its reasonable control.
- 15.** The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- 16.** The publisher makes no guarantees of the number of views any advertisement may receive. Views or clicks communicated by publisher are averages and not to be considered guarantees. Publisher does not guarantee how animated advertisements will appear nor does it assume liability for advertising material supplied in a manner inconsistent with publisher's specifications.
- 17.** Failure to make the order correspond in price or otherwise is regarded only as a clerical error and the advertiser is charged upon the terms of the contract in force.
- 18.** Two or more advertisers are not permitted to use space under the same contract.
- 19.** When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in the previous issue will be inserted and billed at the appropriate rate.
- 20.** Any deliberate attempt to deceive or simulate a publication's format is not permitted, and the publisher reserves the right, but does not assume the duty, to place the word "advertisement" with copy if publisher deems necessary.
- 21.** Advertisements offering prizes, or contests, promotions, lotteries or sweepstakes of any nature, are accepted and publisher may assume advertiser/agency has obtained prior approval from the Post Office at place of publication entry if necessary. Advertiser/agency assumes all liability related to any contest, promotion, lottery or sweepstakes contained in its advertising.
- 22.** Requests 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.
- 23.** Ad materials needing alterations such as type changes, color correction or other file problems will be charged at a rate of \$70/hour with a minimum surcharge of \$50.
- 24.** The advertising agency, if any, shall be primarily liable for payment. Failure of advertiser to pay agency shall not relieve agency of the duty to pay publisher when payments are due. If no agency is used, the advertiser shall be primarily liable for payment. Advertiser and its advertising agency are jointly and severally liable for all payments and failure to otherwise comply with these terms.
- 25.** Advertisers are prohibited from cancelling ads after the ad space deadline. In the event of cancellation, advertisers/agencies are responsible for full payment of the rate on the insertion order, plus any costs of ad production or creative services the publisher has rendered.