

ACA 2021 Winter Conference
Planning Guide Advertising Contract
February 4-9, 2021, Long Beach

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Ad Space Reservations and Ad Materials Due: September 21, 2020

Note: Due dates are subject to change.

Standard Space

____ Full Page, 4 Color Ad \$1,000
____ Full Page, B/W Ad \$750

Premium Space

____ Cover 2, Color \$2,000
____ Cover 3, Color \$2,000
____ Cover 4, Color \$3,000
____ Special Positions 20% Surcharge

Specs: Full Page – 7” x 10”, Bleed 8 5/8’ X 11 3/16”

____ Repeat ad copy from: _____ (list publication/date)

Rates are non-commissionable and full payment must accompany the contract. Refunds are only provided if written cancellation is provided to ACA at least 30 days before space reservation due date.
Please sign below and return to ACA immediately.

Authorized by: _____ Date: _____

Payment Options

Check Number: _____ **Amount:** _____

Card #: _____ **Exp. Date:** _____ **V-Code:** _____

Name on Card: _____

Amount Charged: \$ _____ **Signature:** _____

Please return orders and payment either by fax: (703) 224-0040, or email: marym@aca.org

Note: Only current exhibiting companies may have an ad in the Planning Guide

Terms and Conditions

1. Planning Guide advertisers are required to make full payment. Full payment must accompany the contract. Refunds are only provided if written cancellation is provided to ACA at least 30 days before space reservation due date. Rates are non-commissionable.
2. ACA reserves the right to review and reject any advertising.
3. ACA does not guarantee any level of circulation or readership for an advertisement.
4. The advertiser and/or its agent, represent and warrant that the advertisement is fair and accurate, based upon adequate substantiation, and not-deceptive; that it does not infringe upon any copyright, trademark, service mark, or any other intellectual property right; that it does not violate any right of privacy or contain any libelous material; and it does not constitute or contain any unlawful commercial or other misappropriation of the name or likeness of any person or entity. Advertisers and their agents assume all liability for the content of their advertisements as submitted. The advertiser and advertising agency shall pay for the defense of and indemnify the American Correctional Association against any and all claims arising out of or in any manner related to the publication of such advertising.
5. All advertising copy that might be mistaken as an article, commentary, or their non-advertising material must be clearly marked "advertisement:." ACA reserves the right, within its sole discretion, to mark any copy as "advertisement."
6. Should the Planning Guide publish advertising in a form, which it is reasonably determined to be materially other than as submitted and/or approved by the advertiser or advertising agency, or should advertising not appear as scheduled, Planning Guide shall, at the option of the advertiser or advertising agency, either (a) void the invoice or refund the amount paid for the materially incorrect or missing advertisement, or (b) publish the advertisement in its correct form in the next available or appropriate issue. The American Correctional Association shall not be liable to the advertiser or the advertising agency for any further damages of any kind, including without limitation, direct, indirect, consequential or punitive damages, in the event that advertising is either published materially other than as submitted or approved or not run as scheduled.
7. Additional charges for changes from original layout and copy, as requested by the advertiser or to meet mechanical requirements of the publication, will be levied based on current composition rates. All mechanical, production and conversion costs are chargeable and non-commissionable.
8. Cancellations, changes, or corrections must conform to published deadlines and will not be accepted unless presented in writing and signed by the advertiser/advertising agency and ACA. No cancellation of contracted space will be deemed valid unless received in writing by the publisher at least 30 days prior to the space closing date for each issue. Failure to comply with this condition will result in the advertiser being billed accordingly. The publisher will, at its discretion, either repeat the latest advertisement or publish nothing.
9. ACA does not assume any liability for the return of printing material in connection with advertising unless a specific written request is received to hold such materials subject to order for a period not exceeding 60 days.
10. All information contained within the current rate card is part of the legally binding terms of this contract. No conditions printed or otherwise, appearing on the space order, billing instructions, or copy instructions, which conflict with the publisher's stated policies, will be binding on the publisher.
11. No contract is valid unless it is signed (a) by the American Correctional Association's authorized agent on behalf of the Planning Guide, and (b) by the advertiser and/or the advertising agency.
12. Any combination of ads of various sizes placed in Planning Guide during a 12-month period may earn frequency discounts. Advertising will be billed at the one-time rate until other frequency is earned or unless a written contract is established with the publisher. If a contract is canceled before the specified frequency is fulfilled, the advertiser will be short-rated for previous insertions in effect at the time of cancellation.
13. All special positions and prime space will be contracted at the rates listed on the Planning Guide rate card.
14. ACA accepts the advertising solely upon the condition that both the advertising agency and its client, the advertiser, are responsible for all obligations due to the publisher (including all expenses incurred by the publisher at the request of the agency or the advertiser). The signatures of the authorized representatives of the advertising agency and the advertiser on this contract signify that those parties affirmatively agree to their joint and several obligations hereunder. The advertiser is liable hereunder even if this contract is signed only by representatives of the advertising agency and the American Correctional Association, but not by the advertiser. The signature of only the authorized representative of the agency on this agreement constitutes a representation and warranty that he/she has explained the foregoing to his/her client, the advertiser, and that the advertiser has authorized the agency to enter into this agreement on the advertiser's behalf. The publisher's policy is to bill the agency for media placement. If, for any reason, the agency fails to pay the publisher's statement when presented, the publisher will immediately seek and be entitled to receive payment of all amounts due from the advertiser.