Retina Times 2013 Annual Meeting Issue
Insertion Order and Advertising Agreement

To guarantee ad space in the 2013 Retina Times Annual Meeting issue, a signed contract with full payment must be received no later than April 8, 2013.

ADVERTISER INFORMATION

Company name

Complete mailing address

City State or Province ZIP or postal code Country

Agency (if applicable)

Is the company an exhibitor at the ASRS 2013 Annual Meeting? □ Yes □ No

If yes, first and last name of company contact assigned to this meeting

Title Email

Phone Fax

Ad size Non-Exhibitors Exhibitors Premium Positions Non-Exhibitors Exhibitors

1/2 page (horizontal) $ 5,240 □ $ 4,500 □ Inside front cover and facing page $14,500 □ $13,000 □

Full page 6,500 □ 6,000 □

2-page spread 11,000 □ 10,000 □ Page facing masthead 7,525 □ 6,500 □

2-page insert* 9,000 □ 8,000 □ Page facing table of contents 7,525 □ 6,500 □

4-page insert* 10,000 □ 9,000 □ Inside back cover 8,000 □ 7,000 □

Cover tip or bellyband** 11,000 □ 10,000 □ Outside back cover 9,500 □ 8,500 □

PLEASE NOTE: The 10% advertiser discount for 2012 ASRS Annual Meeting support, as well as the 15% agency discount, do not apply to the Annual Meeting issue.

* Rates shown are for printed inserts provided by the advertiser. For pricing to have Retina Times print the inserts, contact Mary Anne Difatta at m.difatta@asrs.org or 312.477.8861.

** Cover-tip and bellyband prices are based on Retina Times’ printing a 7” x 5-1/2”, 4-color, 2-sided cover tip or a 4” x 17-1/4” bellyband. Advertiser must supply a high-resolution PDF.

Advertisements should be provided in high-resolution PDF format as described in the Retina Times 2013 Rate Card and Specifications. I understand that I am bound by the guidelines, deadlines, and rates published in the Retina Times 2013 Annual Meeting Issue rate card.

CANCELLATION POLICY Advertising space may be cancelled, in writing, on or before April 15, 2013 with a full refund minus a $200 handling fee. Cancellations received from April 16, 2013 to April 22, 2013 will be honored, minus a handling fee equal to 50% of the total fee. There will be no refunds for cancellations after April 22, 2013 regardless of cause, except in the instance of force majeure. All cancellation requests must be in writing and sent to: American Society of Retina Specialists, 20 N Wacker Drive, Suite 2030, Chicago, IL 60606 USA. Phone 312.578.8760. Fax 312.578.8763. Email m.difatta@asrs.org.

Please send completed form with payment for delivery no later than April 8, 2013 to:
American Society of Retina Specialists, 20 N Wacker Drive, Suite 2030, Chicago, IL 60606 USA. Attn: Mary Anne Difatta, Advertising Manager, Retina Times.

Signed: _________________________________________________________________________________/________/________
Official Representative Month Day Year
Standard Terms and Conditions

The American Society of Retina Specialists, with its headquarters at 20 N. Wacker Drive, Suite 2030, Chicago, IL 60606 (hereinafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement proposed for placement in RETINA TIMES.

All Insertion Order and Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the client, the Insertion Order and Advertising Agreement becomes valid and is governed by the laws of Illinois.

Advertising Policy
All advertisement instructions must be submitted on the RETINA TIMES Insertion Order and Advertising Agreement. The publisher reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days’ written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

Ad Materials Responsibility
In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs, regardless of what material is submitted in its place.

Copy Acceptance
Advertising copy furnished by the advertiser shall be in high-resolution PDF format as set forth in the RETINA TIMES 2013 Rate Card and Specifications. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading, or objectionable.

Advertiser’s Responsibility
All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

Advertising Design and Production
All ad material shall be submitted in accordance with the Publisher’s Advertising and Production Specifications as set forth on the Publisher’s current Rate Card and Specifications. The publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

Upon acceptance and approval of the ad materials and advertisement copy, Publisher agrees to publish the ad as set forth in the insertion order, including but not limited to any special position requests regarding ad proximity to competitor advertisements.

Billing
Prepayment is required for new clients. A signed contract and payment for the first insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date. Payment will be made directly to Publisher at the address stated in this agreement.

Accounts delinquent for 30 days will be charged interest at the rate of 18% per annum or the highest rate allowed by applicable law. Should an advertiser and/or agency default or otherwise be late in payment of advertising invoices, the Publisher has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement.

In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but limited to reasonable attorney’s fees and court costs incurred by Publisher in the collection of said bills.

In such event, the Publisher reserves the right to either terminate this Agreement or to enforce this agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract, including any action of nonpayment, shall be in Cook County, Illinois.

Cancellations
Cancellations must be in writing and are not considered accepted until confirmed by the Publisher.

Errors and Omissions
In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser’s responsibility to notify the Publisher, in writing and within seven days after delivery of first-bound copies/tear sheets. Publisher’s liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected.

Publisher is not responsible for errors in material terms or conditions of the ad. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by Publisher.

Performance
Publisher shall not be held responsible for damages for failure to print or circulate any issue, or for delays in printing said issue. The advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to print the issue covered by this Agreement. No discount of advertiser’s monies shall be paid for delays beyond the Publisher’s control, including delays caused by production and printing.

Publisher’s performance under this Agreement is contingent upon availability of materials and labor, act of God, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the publisher’s control, making it inadvisable, illegal, or impossible to perform under this Agreement. In no event shall Publisher be liable for any loss due to preventable damages incurred by advertiser for failure to print/circulate or any delay in printing/circulating an issue.

Miscellaneous
The Publisher may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes the publisher of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser.

In the event that the advertiser ceases to exist or operate, this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided, however, that the Publisher may terminate this Agreement at any time if it deems it advisable to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the State of Illinois. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

Severability
In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.