

BizEd Advertising Insertion Order



BizEd.aacsb.edu Sponsored Content

Contact Name _____ Title/Position _____

Organization/Institution _____

Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Country _____ Email _____ Phone _____

Ad Start Date and End Date (mm/yyyy): _____

Sponsored Content Topic/Title _____

Placement	Duration and Total Rate (USD)
BizEd Sponsored Content and New Issue Notification Email Banner Ad	One issue 6,200

Sponsored Content Guidelines/Specs

Content should be 80% engagement and 20% promotional to appear in the Sponsored Content section of BizEd.aacsb.edu.

Maximum length: 1,200 - 1,500 words provided in a Word document.

Two Images: 1) 350w x 175h pixels; JPG format to appear with intro text in the Sponsored Content section of BizEd.aacsb.edu. 2) 715w x 355h pixels; JPG format to include on the article landing page.

Provide a 400w x 100h pixels banner ad/target URL to include in the BizEd New Issue Notification email for added exposure. JPG format.

Stats will be provided for the campaign at the end of your sponsored content run.

Sponsored content and images are due 4 weeks before campaign start date – send to debbie.wiethorn@aacsb.edu.

I hereby authorize the above insertion(s) and agree to abide by the General Advertising Terms & Provisions provided by AACSB International.

Authorized Signature _____ Date _____

Return to

AACSB International
777 South Harbour Island Boulevard, Suite 750
Tampa, Florida 33602 USA

+1 813 769 6500
Debbie.Wiethorn@aacsb.edu
aacsb.edu

General Advertising Terms and Provisions



All insertion orders for advertising are accepted subject to the terms and provisions of the current rate card. Only publication/placement of the advertisement represents acceptance of the advertisement. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policies and current rate card will be binding on the publisher.

Any insertion of advertising made by an agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and provisions of the rate card applicable at time of insertion.

Publisher reserves the right to refuse or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. All contents of advertisements are subject to approval. Advertisements may not imply endorsement by AACSB International.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher shall not have any liability for errors or omissions in type set by publisher, advertiser's index, or listings. The publisher's liability for any error shall not exceed the charge for the ad in question.

The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting the production or delivery in any manner.

All position instructions that appear on insertion orders will be treated as requests and will not be guaranteed without written approval of the publisher.

The publisher may insert the word "Advertisement" prominently into any advertisement that simulates editorial content.

Advertisements are accepted with the understanding that the advertiser and its agency have the right to publish the contents thereof. In consideration of publication of the advertisement, the advertiser and its agency, jointly and severally, will indemnify and hold harmless AACSB International and its officers, agents, employees, against all expenses (including legal fees) and losses resulting from the publication of contents of the advertisement, including and without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

Payment terms are net 30 days with approved credit. Interest charge of 1.5 percent per month applicable on past due accounts.

Publisher reserves the right to hold advertiser and/or its ad agency jointly and/or severally liable for payment of such monies as are due and payable to the publisher. Sequential liability clauses will not be accepted.

Cancellations for reserved space are not accepted after the ad closing date. No cancellation will be accepted without written acknowledgement from AACSB confirming receipt. Cover contracts submitted for print publications cannot be cancelled. Late delivery of materials may incur forfeiture of space at full cost.

Publisher reserves the right to repeat the previous issue ad of all advertisers if instructions are not received by the ad closing date.

Rates are based on the number of insertions run in a contract year (12 consecutive months). If, within the 12 consecutive months, more or fewer insertions are used than specified, the rates will be credited or short-rated accordingly at the end of the contract period. Two-page print spreads count as two insertions toward the earned frequency discount. Rate protection for frequency discounts provided on signed one-year contracts.