

2017

Advertising Multi-Media Kit



ACAM
AMERICAN COLLEGE FOR
ADVANCEMENT IN MEDICINE

1.800.532.3688 | www.acam.org

ACAM Advertising Opportunities

ACAM: The VOICE of Integrative Medicine for over 40 years

THE VOICE NEWSLETTER is geared specifically to our ACAM members and medical professionals. It is filled with information on the annual meeting, upcoming webinar and certification courses, and other information exclusive to our medical practitioner subscribers! ACAM membership is over 500 strong and our medical practitioners list is over 2000, with readers ranging from physicians to dentists, chiropractors to nurses. Advertise in The VOICE and gain integrative medical professionals attention and patronage.



THE LINK NEWSLETTER, a consumer's newsletter, has over 8,000 recipients. Articles about hot topics, commercial interests and top news stories are included, as well as features of our ACAM members of the month and advertisements for innovative services and technologies. Advertise in The LINK and gain the attention of thousands of potential consumers!



ACAM ARTICLE & PODCAST SPONSORSHIP

Do you have a clinical study or trial and want to get the details out to the masses? Write an article or produce a podcast/vodcast to be featured in one of our newsletters! All of our articles featured in the Link and Voice newsletters roll to our Integrative Medicine Blog, which has its own following outside our newsletter subscribers. **All content must be approved by ACAM and must align with ACAM's mission and policies.*

Become an ACAM Partner

PREFERRED PARTNERS:

ACAM's annual meeting exhibitors = Preferred Partners!



The 2017 ACAM annual meeting is held in conjunction with the AAPMD Airway Summit, giving exhibitors double the exposure to potential clientele. To assist our vendors supporting the annual meeting, ACAM created the Preferred Partner designation—the perfect way to garner year-round coverage and visibility with ACAM members. Our Preferred Partners are given preferential sponsorship and advertising opportunities throughout the year, including:

- ◆ Listing on our Preferred Partner Search Engine (www.acam.org/PPSearch) with profile & logo
- ◆ Workshop sponsorship opportunities
- ◆ Partner discount price on advertising
- ◆ Advertising in the annual meeting program book and mobile app

And more!

Exhibit at the Annual Meeting!

*Visit www.acam.org/Exhibitor for more information
Questions? Jessica Ulmen at marketing@acam.org*

AFFILIATE PARTNERS:



Can't make the annual meeting but still want to support ACAM?

Our Affiliate Partner designation gives you access to Partner pricing on advertising, as well as the opportunity to advertise on the annual meeting mobile app at a significantly discounted price.

Become an Affiliate Partner for just \$399/year

Newsletter & Web Pricing

CALL 1.800.532.3688
TO PLACE YOUR AD!

VOICE NEWSLETTER ADVERTISING

	1 Month		3 Month (10% discount)		6 Month (15% discount)		12 Month (20% discount)	
	Standard	Partner	Standard	Partner	Standard	Partner	Standard	Partner
Content Ad	\$250	\$150	\$675	\$405	\$1275	\$765	\$2400	\$1440
150x150 Tile	\$275	\$175	\$742	\$472	\$1402	\$892	\$2640	\$1680
150x250 Vertical	\$325	\$200	\$877	\$540	\$1657	\$1020	\$3120	\$1920
150x600 Skyscraper	\$375	\$225	\$1012	\$607	\$1912	\$1147	\$3600	\$2160
730x90 Leaderboard	\$425	\$275	\$1147	\$742	\$2167	\$1402	\$4080	\$2640

* Interested in advertising in both The Voice & The Link? Call 1.800.532.3688 to arrange for a package discount!

LINK NEWSLETTER ADVERTISING

	1 Month		3 Month (10% discount)		6 Month (15% discount)		12 Month (20% discount)	
	Standard	Partner	Standard	Partner	Standard	Partner	Standard	Partner
Content Ad	\$350	\$250	\$945	\$675	\$1785	\$1275	\$3360	\$2400
150x150 Tile	\$375	\$275	\$1012	\$742	\$1912	\$1402	\$3600	\$2640
150x250 Vertical	\$425	\$300	\$1147	\$810	\$2167	\$1530	\$4080	\$2880
150x600 Skyscraper	\$475	\$325	\$1282	\$877	\$2422	\$1657	\$4560	\$3120
730x90 Leaderboard	\$525	\$375	\$1417	\$1012	\$2677	\$1912	\$5040	\$3600

ACAM.org WEBSITE & MOBILE APP ADVERTISING

	1 Month		3 Month (10% discount)		6 Month (15% discount)		12 Month (20% discount)	
	Standard	Partner	Standard	Partner	Standard	Partner	Standard	Partner
175x175 Sub-Page Tile	\$300	\$175	\$810	\$472	\$1530	\$892	\$2880	\$1680
175x175 Home-Page Tile	\$500	\$350	\$1350	\$945	\$2550	\$1785	\$4800	\$3360
Article or Podcast Sponsor	\$200	\$100	\$540	\$270	\$1020	\$510	\$1920	\$960
Annual Meeting Mobile App	Available to Affiliate Partners only: \$350							

Contract Logistics

**CALL 1.800.532.3688
TO PLACE YOUR AD!**

1. **ADVERTISING.** The advertiser shall purchase the above selected advertising package at the rate listed and for the duration specified.
2. **POSITIONING.** Except as otherwise expressly provided in the contract, positioning of advertisements in The Voice, The Link, or ACAM.org is at the sole discretion of the American College for Advancement in Medicine (ACAM). Advertiser acknowledges that ACAM has not made any guarantees with respect to usage statistics or levels of impressions for any advertising except where expressly stated. ACAM provides Advertiser with estimated usage only as a courtesy to the Advertiser and shall not be held liable for any claims relating to said usage statistics. Any information collected by ACAM, or its site vendors, relating to users or Advertiser's site (including and without limitation any personally identifiable transactional data, secure data, or demographic information relating to users of the site), shall be property of ACAM, and Advertiser shall not obtain any rights in such information by virtue of this agreement.
3. **ACCEPTANCE/REJECTION OF ADVERTISEMENTS.** ACAM may, at its sole discretion, reject any advertisements. ACAM reserves the right to not run any advertisement that is received and that is not in accordance with ACAM's policies. In addition, ACAM reserves the right to reject or cancel any advertisement, order or reservation at any time and to reject any URL link embodied within any advertisement.
4. **CANCELLATION.** Campaigns cancelled more than fourteen (14) days before the scheduled start date of a campaign are subject to a 10% cancellation fee. Campaigns cancelled less than fourteen days before the scheduled start date of the campaign are subject to a 25% cancellation fee. There are no cancellations once a campaign begins. A campaign can be postponed or suspended by an Advertiser for a maximum of thirty (30) days. After thirty days, advertiser is still liable for full amount of the contract. If campaign is postponed or suspended, ACAM can not guarantee an exact duplication of the campaign; due to a potentially limited inventory.
5. **INDEMNIFICATION.** The Advertiser agrees to defend, hold harmless and will indemnify ACAM from all damages, costs, and expenses, of any nature whatsoever, including but not limited to reasonable attorneys' fees, for which ACAM may become liable by reason of its publication of the Advertiser's advertising.
6. **COPYRIGHT.** All advertising, which represents the creative effort of ACAM and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it, is and remains the property of ACAM, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize productions, in whole or in part, of any such advertising.
7. **TAXES.** Prices do not include tax. In the event that any federal, state, or local taxes are imposed on the creation of the advertising or on the sale of advertising, such taxes shall be assumed and paid by Advertiser.
8. **PAYMENT.** The Advertiser shall make payment within 30 days of the billing date indicated on ACAM's statement. In the event that the account becomes past due, in addition to such other remedies as it may have, ACAM shall be relieved of its obligation to perform the advertising services under this Contract and the full of the contract shall immediately become due and payable by Advertiser. The Advertiser must also reimburse ACAM for all expenses incurred in connection within the collection of amounts payable, including court costs and attorneys fees.
9. **LIMITATION ON LIABILITY.** Advertiser assumes all liability for content of advertising, and agrees to hold harmless, and will indemnify ACAM from all claims, losses, judgments, and damages arising there from. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance due to Acts of God, as well as all other matters Advertiser might raise relevant to this contract, is limited to the amount charged to the Advertiser by ACAM for the applicable advertisement. Claims for an allowance for such matters must be made within seven (7) days of the matters first occurrence. ACAM's liability is limited in all cases to the return of the charges made for the applicable advertising. **THIS LIMITATION OF LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING BY ACAM. IN NO EVENT SHALL ACAM BE LIABLE TO ADVERTISER OR TO ANY THIRD PARTY FOR ANY INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS OR UNREALIZED BUSINESS OPPORTUNITY, ARISING OUT OF THIS AGREEMENT OR THE PUBLICATION OF OR FAILURE TO PUBLISH ANY ADVERTISEMENT, WHETHER OR NOT ACAM WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. ADVERTISER FURTHER AGREES THAT THE ACAM'S PROVIDER OF AD MANAGEMENT SERVICES, WILL NOT BE LIABLE FOR ANY LOSSES, COSTS, OR DAMAGES THAT MAY ARISE FROM ADVERTISER'S USE OF AD BANNER MANAGEMENT SERVICES ON ACAM.ORG AND THAT ACAM NOR ANY AD BANNER MANAGEMENT SERVICES WILL BE LIABLE TO ADVERTISER FOR ANY INDIRECT, CONSEQUENTIAL, SPECIAL, OR EXEMPLARY DAMAGES.**
10. **FORCE MAJEURE.** Each party hereto shall be excused from liability to perform its obligations hereunder where such failure results from delays caused by Acts of God, fires, floods, strikes, work stoppages, controls or regulation of federal, state, or local governments, or other causes beyond its reasonable control.
11. **ASSIGNMENT.** This Agreement may not be assigned or transferred by the Advertiser.
12. It is expressly agreed that neither Advertiser, nor ACAM, nor their respective agents and representatives, shall disclose in any manner the terms and conditions of this Agreement to anyone not a party to it.
13. This Agreement is governed by the laws of the State of Montana.
14. By signing below I certify that I am the owner or authorized representative of the Advertiser, and I hereby grant on behalf of the Advertiser its express permission and consent to receive advertising offers and other information via direct mail, telephone, email, and facsimile transmission from ACAM or any other business operated by ACAM. I agree that such information may be transmitted to the mailing and email address(es), telephone number(s) and facsimile number(s) listed on the front of this agreement or to any other contact addresses and numbers used by the Advertiser. I further represent that the Advertiser is the owner or lessor of the facsimile equipment that will be used to receive fax messages at the numbers noted, or is the authorized representative of the equipment owner or lessor.
15. The advertiser has read and agrees to the Terms and Conditions when advertisement is placed via phone, email, or other.
16. **This agreement is fully executed upon payment for and placement of the Advertiser's first ad. Ad placement. ADVERTISEMENTS MAY BE PLACED by calling 1.800.532.3688. PAYMENT MAY BE SENT TO: ACAM, 380 Ice Center Lane, Suite C, Bozeman, MT 59718 or via credit card during ad placement.**