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 www.dallas-cms.org

DCMS Web Site

OFFICIAL WEB SITE OF THE DALLAS COUNTY MEDICAL SOCIETY

DISPLAY ADVERTISING CONTRACT

Advertiser: _____ Date: _____

Contact: _____ Phone: _____

Mailing Address: _____ Fax: _____

City/State/Zip: _____ Email: _____

Billing Address: _____ Web site: _____

City/State/Zip: _____

I agree to insert an ad on the DCMS Web Site on the specific page _____ for \$ _____ per ad, which includes a _____ X frequency discount.

Publication Dates: _____

___ January	___ May	___ September
___ February	___ June	___ October
___ March	___ July	___ November
___ April	___ August	___ December

Comments: _____

Cost per ad \$: _____

Total cost \$: _____

Payment & Billing: First month must be paid in advance. Account balances not paid in full will subject advertiser to suspension of placement, regardless of contracted insertion dates, until such balance is paid in full. Agency placements are subject to suspension as any other advertiser. If a multi-run agreement is cancelled before the contract is completed, advertiser will be billed for one additional run at the contracted rate plus the difference of the frequency discount.

Termination: Orders may be canceled if written notice is received by DCMS within 72 hours of date below. All advertising is subject to acceptance by the publishers of the DCMS Web Site who reserve the right to reject any advertisement and to cancel this agreement. Advertisements do not imply sponsorship or endorsement by DCMS.

Board Certification Policy: DCMS publishes board certifications approved by the American Board of Medical Specialties, American Osteopathic Association, and Royal College of Surgeons. Physician members wishing to designate an area of special interest in which their boards are not ABMS-, AOA-, or RCS-approved may use the following wording: "Specializing in"

Agreement: I understand that by signing this Display Advertising Contract, I agree to place the advertisement referred to in this contract on the DCMS Web Site. I understand that the publisher will reserve this advertising space on a specific page within the DCMS Web Site based on my execution of this order form, and I understand that I am personally guaranteeing payment of the advertising cost referred to above I certify that I am authorized to place this order, and I guarantee payment. I have read and agree to the payment & billing, termination, and board certification policies; advertising terms, and conditions herein.

MECHANICAL REQUIREMENTS

Ad Size

230 pixels wide X 150 pixels tall

Images need to be at 72 dpi resolution.

Ad space is limited on each specific page. Ads will be given to advertisers with first come, first serve basis. Ads will be placed on the site within two business days of receiving artwork and contract unless otherwise noted. Advanced payment is expected before the first month is placed.

Please submit all artwork electronically to
 mkallen@dallas-cms.org

Advertiser (or agent): _____ Date: _____

DCMS Executive Officer: _____ Date: _____