



2014 PAYTECH Case Study Insertion Order

Agreement for Paid Advertorial in PAYTECH MAGAZINE

APA's Case Study package includes:

- ✓ 1 page of fact-packed editorial, written by you, showcasing the best your product/services has to offer.
- ✓ One full page, four-color ad published adjacent to the review in PAYTECH, for a total 2-page advertorial package.
- ✓ A **PDF archive** of the article available online after publication at americanpayroll.org.
- ✓ The opportunity to include any graphs, customer interviews, or graphics (see specifications for details).

Specifications:

- Article is written by you or your author of choice
- Editorial copy must be 500-600 words
- Copy should be submitted in a Word document
- Graphics must be 300 dpi, jpg
- For each graphic, please have author deduct 200 words from copy.
- If you are interested in using the two pages for text only, please provide 1,000 to 1,400 words. If you are to include graphics, please deduct 200 words from copy.
- The overall appearance of the section will have a unifying graphic theme to coincide with that of the issue of PAYTECH
- APA will lay out your Case Study in our standard style and provide you with the opportunity to approve the final layout prior to publication. Vendor must provide approval or changes by deadline given or APA will go to press with layout as-is.

YES! Please include my case study in PAYTECH Magazine and provide me the benefits listed above!

Product/Service for Review	Target Issue of PAYTECH	Full-Page Ad Due Date	Case Study Due Date
_____	_____	_____	_____

Maximize your investment! Optional service:

Reprints. Folded full color or black and white reprints are available, and are cheaper if you order them with the Feature Article rather than afterwards. Please indicate your quantity _____ and whether you'd prefer COLOR _____ or black and white _____ reprints. You will be contacted to customize this part of your order by Leila Marlin from APA.

Advertorial Rate: \$ _____ + Opt. Service Fees: \$ _____ = Final Total: \$ _____

Authorized Signature: _____ Date: _____

Client: _____
 Address: _____
 City/State/Zip: _____
 Country: _____

Case Study COORDINATION CONTACT:

Phone: _____
 Email: _____

Ad Materials Contact: _____
 Telephone: _____
 Fax: _____

Fax this agreement back to 210-568-4078 as soon as possible! Advertorial space is sharply limited and assigned on a first-available basis!

Send ad file to: admaterials@americanpayroll.org

“This agreement binds the signer to all current APA advertising policies. Balances 30 days old will incur a monthly interest charge of 1.5%.”

TERMS AND CONDITIONS - ALL APA ADVERTISERS ARE BOUND TO THE FOLLOWING:

- ❖ All rates listed are net amounts due the APA. Any gross-up by an agency must be added to the amounts listed.
- ❖ Verbal agreements are not recognized. All advertising insertion contracts must be in writing.
- ❖ Rates listed are per issue.
- ❖ Any overdue balance on advertising insertions or sponsorships will incur a 1.5% finance charge per month until the overdue balance is paid in full.
- ❖ New advertisers are required to pay for advertising in advance—the payment due deadline is the same as the materials due deadline. After a new advertiser has placed 3 insertions in one calendar year, and timely paid for them, the advertiser may be granted a net 30 days (after date of publication) payment status.
- ❖ Advertisers receive an insertion invoice accompanied by a tearsheet. A complimentary copy of each PAYTECH issue in which they advertise will be mailed separately. Additional copies may be purchased. Large quantities of an issue must be ordered two months prior to publication. Large orders may be ordered at cost (varies each issue).
- ❖ Notice of cancellation must be given in writing no later than five business days after the space reservation deadline.
- ❖ Advertisers and their agencies assume responsibility for all content of the ad and for payment of the ad.
- ❖ Insertion instructions shall be supplied for every advertisement and shall clearly state: name of publication, name of advertiser, issue, size of ad, identification of ad, and any special instructions such as bleed, color, etc.
- ❖ When space is contracted and no copy instructions or materials are received by the deadline, the ad run in the previous issue will be repeated. The advertiser is responsible for making sure ad materials have been delivered to APA and that they have arrived by the materials deadline.
- ❖ The forwarding of an insertion order is construed as an acceptance of all the rates and conditions of the current rate card.
- ❖ All advertising is subject to the publisher’s approval. The publisher reserves the right to reject, discontinue, or omit any advertising or any part thereof.
- ❖ **Initials:** _____ Acknowledgement of receipt of ad specifications and ad materials checklist. APA will not be responsible for reproduction quality if ad material fails to conform to the specifications and checklist provided.
- ❖ Requests for advertising material to be returned to advertiser/agency must be sent to APA with the insertion order. Otherwise, APA reserves the right to archive ad materials for a limited period of time.
- ❖ Each individual item will have an invoice generated separately. Please make sure that a purchase order number is provided for each invoice.

Payment Options:

ALL ITEMS WILL BE INVOICED. INVOICED BALANCE IS DUE UPON RECEIPT OF INVOICE.

Check – Payment due upon receipt of invoice.

Please provide contact information for billing:

Contact Name: _____ **Contact E-mail:** _____
Billing Address: _____
Contact Phone: _____

Credit Card – American Express, Discover, MasterCard, or Visa

A Credit Card Authorization Form will be e-mailed for completion.

Please provide contact information for Credit Card:

Contact Name: _____ **Contact E-mail:** _____
Contact Phone: _____

Agreed to in good faith by:

Printed name of Authorized Representative

Signature of Authorized Representative

Date

Accepted and Assigned by:

Printed name of APA Representative

Signature of APA Representative

Date

PLEASE EMAIL COMPLETED CONTRACT TO VENDORSUPPORT@AMERICANPAYROLL.ORG