



<b>Title:</b> Advertisement in SAENA, Inc. Publications	<b>Number:</b>
<b>Cross Reference:</b>	
<b>Approved by:</b> San Antonio ENA Board of Directors	<b>Origination Date:</b> 12/21/22
<b>Revised by:</b>	<b>Approval Date:</b> 12/21/22
	<b>Revision Date:</b>

I. **PURPOSE:**

To provide guidelines for the publication of advertisements in San Antonio Emergency Nurses Association (SAENA, Inc.) publications.

II. **DEFINITIONS:**

A. San Antonio Emergency Nurses Association also known as SAENA, Inc. and SAENA.

B. SAENA, Inc. publications to include but is not limited to:

1. Website
2. Newsletter
3. Educational Event Flyers
4. Other publications

C. Approval of Advertisements: SAENA, Inc. permits advertisements to appear in chapter publications as deemed appropriate by the SAENA, Inc. Board of Directors based on the following guidelines:

III. **PROTOCOL/PROCEDURE:**

The San Antonio Emergency Nurses Association (SAENA, Inc.) permits advertisements to appear in chapter publications as deemed appropriate by the SAENA, Inc. Board of Directors based on the following guidelines:

A. Disclaimers:

1. SAENA, Inc. (SAENA.):
  - a. Holds the right to select:
    - i. Advertisers appropriate for our membership.
    - ii. Advertisement content appropriate for our membership
  - b. May suspend, terminate and remove any advertisement or any other action deemed appropriate as necessary, in its sole discretion
  - c. \*Does not endorse any products, services or organization being advertised in any of its publications
  - d. \*Is not responsible for the specific content of any approved advertisement or linked content
  - e. \*Is not responsible for inaccurate or out-date job postings provided by the advertiser or those not removed from the SAENA, Inc. publication site prior to / at the end of the contracted date
2. \*The views and opinions expressed by the vendor or vendors published on any SAENA, Inc. publication are those of the vendor and do not reflect the opinion or views of the SAENA, Inc. or its members.
3. Use of inappropriate content by the advertiser will result in the suspension, termination and removal of the advertisement or any other action deemed necessary by the SAENA, Inc.

**Note: The starred (\*) disclaimers must appear on the publication at the top of any advertisement section**

- B. Approved advertising organizations:
1. Healthcare related facilities, examples:
    - a. Hospitals
    - b. Clinics / Freestanding Emergency Rooms
  2. EMS organizations
  3. Nursing schools / nursing programs
  4. Companies that provide nursing education
  5. Nurse staffing agencies
  6. Professional Nursing organizations
  7. Durable medical equipment companies (What about pharmaceutical companies?)
  8. Other organizations as approved by the SAENA, Inc. Board of Directors
- C. Advertisement allowed:
1. Printed information related to the advertising organization
  2. Company logo
  3. Links to facility / organization home page or information related to primary advertisement
  4. Job opportunities from:
    - a. Emergency Departments: Example: within a hospital or a freestanding facility
    - b. Critical Care Departments - does that mean hospital but only Critical Care areas or Acute Clinics as well
    - c. Air and Surface transport nursing programs
    - d. Nurse Management Positions
    - e. Schools of Nursing
    - f. Company logo and links to company website or job information
- Note: Job postings are updated monthly by the SAENA, Inc.'s Webmaster when received by the organization and after approval of the SAENA, Inc. Board.
- D. Advertisement not allowed:
1. Content deemed inappropriate for SAENA, Inc. publications by the SAENA, Inc. Board of Directors
  2. Content not related to the types of organizations identified in Section B
  3. Content promoting the use of alcohol, tobacco, illegal substances, nudity, sex, pornography, or adult-oriented content
  4. Content which is explicative or uses inappropriate language;
  5. Content promoting illegal activity, racism, hate, spam, investment opportunities, or advice which is not permitted under law;
  6. Content that is libelous, defamatory, contrary to public policy or otherwise unlawful or any other content deemed inappropriate by the SAENA, Inc. at its sole discretion.
  7. Employment opportunities not related to Section: C 4 a-f, of this Policy unless approved by the Board of Directors.

8. Any advertisement of services / events which conflict with similar scheduled SAENA, Inc. services or events
- E. Free advertisement in SAENA, Inc. publications:
1. Companies/organizations which can advertise for free in a SAENA, Inc. publication:
    - a. ENA
    - b. TxENA
    - c. TxENA chapters
    - d. As determined by the Board
  2. Will be limited to a maximum of ½ page unless otherwise decided by the Board
- F. Administration and Process of Advertising:
1. This policy will be regulated and enforced by the Media Committee
  2. The Chair of the Media Committee will:
    - a. Identify additional members of the committee as needed and approved by the President
    - b. Develop and manage the content of the:
      - i. Advertisement Prospective (Attachment B)
      - ii. Allowed advertisement space for each publication (Attachment A)
      - iii. Price list (Attachment A) based on:
        - 1) Publication – Newsletter, Website, other notices / publications
        - 2) Type of advertisement
        - 3) Size of advertisement
        - 4) Duration of advertisement
        - 5) Specific exclusions or exceptions
      - iv. Advertisement Prospectus (Attachment B)
      - v. Advertisement contract templates:
        - 1) Website (Attachment C)
        - 2) Newsletter (Attachment D)
        - 3) Combined Website and Newsletter (Attachment E)
    - c. Maintain a log related to all published advertisements:
      - i. Advertisers
      - i. Advertisements
      - ii. Contractual payments agreed to
      - iii. Actual payments
      - iv. Refunds
    - d. Solicit advertisements for the SAENA, Inc. publications based on the guidelines in this policy
    - e. Determine the appropriateness of the advertisement based on the guidelines of this policy and input from the Board as needed
    - f. Negotiate and finalizes the advertising contracts using the approved contract template (Attachment C)
    - g. Receives final advertisement / logo layout from advertiser.



- h. Signs the contract as the authorized representative of the SAENA, Inc.
- i. Accepts all payments as identified by the advertising contracts:
  - i. Reconciles payment against advertisement contract to ensure correctness
  - ii. Submits payment:
    - 1) To the Treasurer for deposit into the appropriate SAENA, Inc. account
    - 2) Directly to the SAENA, Inc. bank for deposit, if authorized by the Treasurer, and appropriate identification/delineation of deposits are maintained
  - iii. Ensures payment 'clears' the SAENA, Inc. bank prior to authorizing advertisement publication and identifying stop / start dates
- j. Work with the Webmaster and appropriate members to ensure:
  - i. Prior to contact being signed the:
    - 1) Feasibility of the advertisement being inserted into the appropriate publication
    - 2) Availability of the space in the appropriate location within the desired publication
  - ii. Published advertisements meet the requirements of the advertiser based on the signed contract:
    - 1) Advertisements are placed correctly in the appropriate publication
    - 2) Advertisements are started / stopped when required by contract
  - iii. Advertisements are removed from publication if deemed inappropriate
- k. Notifies the advertiser of start / stop dates of advertisement
- l. Maintains records related to advertising:
- m. Keeps a copy of each signed contract for 3 years after completion of contract
  - i. Log containing historical information on completed advertising
    - 1) Name of advertiser
    - 2) Copy of Advertisement
    - 3) Publication
    - 4) Cost
    - 5) Start / stop dates
    - 6) Any issues and their resolutions related to advertisement
- n. Submits a report on the status of advertisements / finances at each chapter business meetings. Content will include but is not limited to:
  - i. Number of new advertisements obtained during the month
  - ii. Payments received during the month
  - iii. Status of existing advertisements
  - iv. Issues or problems related to contracts, planned or published advertisements

- v. Other information as deemed necessary by the chair or the President
    - o. Submits a proposed yearly budget for Advertising Committee to the President / Treasurer when requested or required. The Advertising budget will be a sub-line item in the Media budget.
- G. Size of available advertising space is:
  - a. Based on proposed location of the advertisement within the:
    - i. Newsletter
    - ii. Website
    - iii. Other SAENA, Inc. publication
  - b. Outlined on Attachment A: Advertisement Space and Pricing Guidelines
    - i. The size of available advertisement space should be reviewed on a yearly basis and may be changed by approval of the SAENA, Inc. Board
    - ii. Changes to the size of advertisement space, indicated in Attachment A, may be made without necessitating changes to the main body of this policy
  - c. Space for organizations advertising for free will:
    - i. Be limited to space available
    - ii. Not exceed ½ page unless approved by the Board
- H. Price of advertising space is:
  - a. Based on the:
    - i. Advertising organization
    - ii. Type of advertisement
    - iii. Size of the advertisement
    - iv. Proposed location of the advertisement
    - v. Duration of the advertisement
    - vi. Changes in the advertisement contact during the contracted timeframe based on Attachment A guidelines
  - b. Outlined on Attachment A: Advertisement Space and Pricing Guidelines
    - i. The price of the advertisement space(s) should be reviewed on a yearly basis and may be changed by approved by the SAENA, Inc. Board
- I. Contracts and Prospectus:
  - a. Prospectus and each contract template will be amendable, with the approval of the Board, without necessitating revisions to the main body of this SOP
  - b. Advertisement Prospectus (Attachment B) will:
    - i. Have the SAENA, Inc. logo on the first page
    - ii. Provide information on both the website and newsletter
      - 1) Sizes of advertisement
      - 2) Duration
      - 1) Costs



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- 2) Number of changes allowed, if appropriate
- 3) Disclaimers
- c. Newsletter / Website Advertising contract will:
  - i. Have the SAENA, Inc. logo on the first page
  - ii. Contain specifics related to the individual advertisement's:
    - 1) Size of advertisement
    - 2) Duration
    - 3) Cost
    - 4) Number of changes allowed, if appropriate
    - 5) Disclaimer
  - iii. Require signatures of both the advertiser representative and SAENA, Inc. Media/Advertising Chair or delegate

**NOTE – Advertisements for the SAENA, Inc. annual educational conference or other SAENA, Inc. events are not be subject to the pricing and space guidelines in this policy due to the contractual agreements related to these specific events.**

## **Attachment A: Advertising Space and Pricing Guidelines**

The San Antonio Emergency Nurses Association (SAENA, Inc.) is allowing 'space' in its publications to be used for advertisement by third parties. The size and price of advertisement(s) printed in any of the SAENA, Inc. publications will be based on the following:

1. Approved organizations designations:
  - a. Advertise for free:
    - i. Limited to a maximum of ½ page unless otherwise approved by the Board
    - ii. Must complete the appropriate advertising contact
  - b. Must pay for advertisement – all approved organization not listed as 'Advertise for free'
2. Publication:
  - a. Newsletter
  - b. Website
  - c. Other publication as determined by Media/Advertising Chair and Board
3. Size of the advertisement in either major publication:
  - a. ¼ page
  - b. ½ page
  - c. ¾ page
  - d. Full page
4. Duration of the advertisement:
  - a. Website:
    - i. 3 months
    - ii. 6 months
    - iii. 9 months
    - iv. 12 months
  - b. Newsletter:
    - i. 1 issue
    - ii. 2 issues
    - iii. 3 issues
    - iv. 4 issues
5. Changes in the advertisement content *are limited to once per quarter for the fee of \$15.*

**Newsletter Space/Price Spreadsheet:** The SAENA, Inc. newsletter is sent out electronically on a quarterly basis and then is accessible on the website for 1 calendar year.

Size	Duration	\$ Price
¼ page	1 issue	\$200
	2 issues	\$300
	3 issues	\$400
	4 issues	\$500

½ page	1 issue	\$300
	2 issues	\$400
	3 issues	\$500
	4 issues	\$600

¾ page	1 issue	\$400
	2 issues	\$500
	3 issues	\$600
	4 issues	\$600

**Website Space/Price Spreadsheet:** The SAENA, Inc. website ([www.sanantonioena.org](http://www.sanantonioena.org)) is accessible 24/7. No advertisements will be accessible after the publication date is completed.

Size	Duration	Price
¼ page	3 months	\$200
	6 months	\$300
	9 months	\$400
	12 months	\$500

½ page	3 months	\$600
	6 months	\$750
	9 months	\$900
	12 months	\$1000

¾ page	3 months	\$1100
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	6 months	\$1250
	9 months	\$1400
	12 months	\$1500

Full page	3 months	\$1600
	6 months	\$1750
	9 months	\$1900
	12 months	\$2000

Note: Attachment A: *Advertising Space and Pricing Guidelines* may be amended with the approval of the SAENA, Inc. Board and does not necessitate a revision of the main body of the *Advertising in SAENA, Inc. Publications* policy

## Attachment B

### Advertisement Prospectus

#### Website and Newsletter Advertising Program

The San Antonio Emergency Nurses Association (SAENA, Inc.), a 501(c)3 organization, Advertising Program provides space on its major publications for advertising. This program allows healthcare related facilities, staffing agencies, durable medical equipment companies, and other approved organizations the opportunity to advertise on a periodic or annual basis on our website and/or newsletter.

The San Antonio Emergency Nurses Association comprises over 500 local members and is associated with more than 4,500 other ENA members within the state. Our educational programs consist of an annual conference, various certification review courses as well as multiple occurrences of our well-respected Trauma Nurses Core Course and the Emergency Nurse Pediatric Course.

The approved organization will also be announced on our Facebook page and Linked In page.

#### Allowed items:

- Advertisements by / for:
  - Healthcare related facilities
  - EMS organizations
  - Air and surface transport nursing programs
  - Nursing schools / nursing programs
  - Companies providing nursing education
  - Nursing staffing agencies
  - Professional nursing organizations
  - Durable medical equipment companies
  - Employment opportunities related to:
    - Emergency Departments
    - Critical Care Departments
    - Air and Surface Transport Nursing Programs
    - Nurse Management Positions
    - Nursing Education Positions

#### Items Not Allowed:

- Any content deemed inappropriate by the SAENA, Inc. in its sole discretion
- Employment opportunities not related to organizations or positions identified above
- Any content promoting the use of alcohol, tobacco, or illegal substances; nudity, sex, pornography, or adult-oriented content;
- Any content which is explicative or inappropriate language;
- Content promoting illegal activity, racism, hate, spam, investment opportunities, or advice which is not permitted under law;
- Content that is libelous, defamatory, contrary to public policy or otherwise unlawful

#### Fee Structure



**Newsletter:**

Size	Duration	Price
¼ page	1 issue	\$200
	2 issues	\$300
	3 issues	\$400
	4 issues	\$500

½ page	1 issue	\$300
	2 issues	\$400
	3 issues	\$500
	4 issues	\$600

¾ page	1 issue	\$400
	2 issues	\$500
	3 issues	\$600
	4 issues	\$700

Full page	1 issue	\$500
	2 issues	\$600
	3 issues	\$700
	4 issues	\$800

**Website:**

Size	Duration	Price
¼ page	3 months	\$200
	6 months	\$300
	9 months	\$400
	12 months	\$500

½ page	3 months	\$600
	6 months	\$750
	9 months	\$900
	12 months	\$1000

¾ page	3 months	\$1100
	6 months	\$1250
	9 months	\$1400
	12 months	\$1500

Full page	3 months	\$1600
	6 months	\$1750
	9 months	\$1900
	12 months	\$2000

**Scope of Services**

The San Antonio Emergency Nurses Association (SAENA, Inc.) will display advertisement content, logo, link, or banner as agreed upon in the signed and paid for contract on our website at: [www.sanantonioena.org](http://www.sanantonioena.org) and/or in "The Highlights" the official SAENA, Inc. eNewsletter.

**Contract Term and Termination**

The San Antonio Emergency Nurses Associations holds the right to select appropriate advertisers and content for our membership. Once approved, the facility/organization will be informed of the decision. Following receipt of payment and acceptable digital image, the advertisement will commence the following 1<sup>st</sup> of the month for a term specified in the signed contract. Use of any such inappropriate content by the advertiser will result in the suspension, termination and removal of the advertisement or any other action deemed necessary by the SAENA, Inc. in its sole discretion.

### Payment

Approved organizations will pay the SAENA, Inc. the accepted amount identified and approved in the contract. Any money paid to the SAENA, Inc. will be non-refundable. Acceptable methods of payment include: company checks or money orders made out to: SAENA, Inc. or credit card using PayPal.

Note: Publication of the advertisement(s) will not commence until payment is received regardless of any vendor requested date in the contract.

### Truth in Advertising / Indemnification for Liability

Approved organizations are solely responsible for any legal liability arising out of or relating to 1) the advertisement, and/or 2) any material to which users can link to through its advertisement. The advertiser holds that the necessary rights to the advertisement and link, if applicable, and that the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or right of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify the SAENA, Inc. and to hold the SAENA, Inc. and its assigns harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by the SAENA, Inc. arising out of or related to advertiser's breach of any of the foregoing representations and warranties.

### Limitation of Liability

In no event shall the SAENA, Inc. be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not SAENA, Inc. has been advised of the possibility of such damage.

### Disclaimers

The SAENA, Inc.:

- Does not endorse any products, services or organization being advertised in any of its publications
- Is not responsible for the specific content of any approved advertisement or linked content, in its sole discretion
- May suspend, terminate and remove any advertisement or any other action deemed appropriate as necessary
- Is not responsible for inaccurate or outdated job postings

The views and opinions expressed by the vendor or vendors published on any SAENA, Inc. publication are those of the vendor and do not reflect the opinion or views of the San Antonio Emergency Nurses Association or its members.

### Modification



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## OPERATIONAL POLICY/ PROCEDURE

The employment postings at [www.sanantonioena.org](http://www.sanantonioena.org) will be updated on the first of each month or earlier by the Media/Advertising Chair. Employment postings will be dated as to when they were uploaded to the website. They will be removed after 90 days unless informed otherwise.

### Force Majeure

The SAENA, Inc. and its assigns shall be held harmless for the unintentional and temporary interruption of an advertisement due to unforeseeable circumstances beyond its scope of normal control that is directly or indirectly related to acts of God, storm, natural disaster, act of terrorism, utility outages or interruptions, system transmission failure, server failure, strike, lockout, or any other situation which is beyond our control.

### Entire Agreement

The SAENA, Inc. and the exhibits hereto constitute the entire agreement and understanding between the parties with respect to the subject matter hereto. It supersedes and replaces all previous discussions, negotiations, and understandings between the parties. This agreement may only be amended by a written amendment signed by authorized representative of both organizations.

### Contact and Mailing Information:

Media/Advertising Chair's Name:

Address:

Phone Number:

Email address:

## Attachment C Newsletter / Website Advertising Contract

The San Antonio Emergency Nurses Association (SAENA, Inc.), a 501(c)3 organization, Advertising Program provides space on its major publications for advertising. This program allows healthcare related facilities, staffing agencies, durable medical equipment companies, and other approved organizations the opportunity to advertise on a periodic or annual basis on our website [www.sanantonioena.org](http://www.sanantonioena.org)

In addition to the advertisement space contracted the approved organization which advertises on the SAENA, Inc. newsletter and website will also be announced on our Facebook page and Linked In page.

### Allowed items:

- Advertisements by / for:
  - Healthcare related facilities
  - EMS organizations
  - Air and surface transport nursing programs
  - Nursing schools / nursing programs
  - Companies providing nursing education
  - Nursing staffing agencies
  - Professional nursing organizations
  - Durable medical equipment companies
  - Employment opportunities related to:
    - Emergency Departments
    - Critical Care Departments
    - Air and Surface Transport Nursing Programs
    - Nurse Management Positions
    - Nursing Education Positions

### Items Not Allowed:

- Any content deemed inappropriate by the SAENA, Inc. in its sole discretion
- Employment opportunities not related to organizations or positions identified above
- Any content promoting the use of alcohol, tobacco, or illegal substances; nudity, sex, pornography, or adult-oriented content;
- Any content which is explicative or inappropriate language;
- Content promoting illegal activity, racism, hate, spam, investment opportunities, or advice which is not permitted under law;
- Content that is libelous, defamatory, contrary to public policy or otherwise unlawful

Publication type: \_\_\_\_\_ Newsletter      \_\_\_\_\_ SAENA website

Space size: \_\_\_\_\_ ¼ page    \_\_\_\_\_ ½ page    \_\_\_\_\_ ¾ page    \_\_\_\_\_ Full page

Newsletter Duration: \_\_\_\_\_ 1 issue    \_\_\_\_\_ 2 issues    \_\_\_\_\_ 3 issues    \_\_\_\_\_ 4 issues



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Website Duration: \_\_\_ 3 months \_\_\_ 6 months \_\_\_ 9 months \_\_\_ 12 months

Number of changes permitted: 1 per quarter or issue for a fee of \$15.00

Cost based on space size and duration: \$ \_\_\_\_\_

See fee structure document at end of contract:

Requested Advertisement Start Date: \_\_\_\_\_ Requested Advertisement Stop Date: \_\_\_\_\_  
Month Day Year Month Day Year

The Start Date and Stop Date of the advertisement will be dependent upon receipt of payment by SAENA, Inc. regardless of requested date in the contract.

### Contract Requirements

This advertising contract is made and entered into this \_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by and between the San Antonio Emergency Nurses Association and \_\_\_\_\_  
Year  
Name of Company/Organization

Advertiser Representative: \_\_\_\_\_ Date: \_\_\_\_\_  
Please Print Name

Signature

SAENA, Inc. Representative: \_\_\_\_\_ Date: \_\_\_\_\_  
Please Print Name

Signature

### Scope of Services

The San Antonio Emergency Nurses Association (SAENA, Inc.) will display advertisement content, logo, link, or banner as agreed upon in the signed and paid for contract on our website at: [www.sanantonioena.org](http://www.sanantonioena.org) and/or in "The Highlights" the official SAENA, Inc. eNewsletter.

### Contract Term and Termination

The SAENA, Inc. holds the right to select appropriate advertisers and content for our membership. Once approved, the advertiser will be informed of the decision. Following receipt of payment and acceptable digital image, the advertisement will commence the following 1<sup>st</sup> of the month for a term specified in the signed contract.

Use of any such inappropriate content by the advertiser will result in the suspension, termination and removal of the advertisement or any other action deemed necessary by the SAENA, Inc. in its sole discretion.

### Payment

Approved organizations will pay the SAENA, Inc. the accepted amount identified and approved in the contract. Any money paid to the SAENA, Inc. will be non-refundable. Acceptable methods of payment include: company checks or money orders made out to: SAENA, Inc.

Note: Publication of the advertisement(s) will commence the 1st of the month after payment is received, regardless of requested date in the signed contract

### Truth in Advertising / Indemnification for Liability

Approved organizations are solely responsible for any legal liability arising out of or relating to 1) the advertisement, and/or 2) any material to which users can link to through its advertisement. The advertiser holds that the necessary rights to the advertisement and link, if applicable, and that the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or right of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity. Advertiser agrees to indemnify the SAENA, Inc. and to hold the SAENA, Inc. and its assigns harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by the SAENA, Inc. arising out of or related to advertiser's breach of any of the foregoing representations and warranties.

### Limitation of Liability

In no event shall the SAENA, Inc. be liable to Advertiser for any special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not SAENA, Inc. has been advised of the possibility of such damage.

### Disclaimers

The SAENA, Inc.:

- Does not endorse any products, services or organization being advertised in any of its publications
- Is not responsible for the specific content of any approved advertisement or linked content, in its sole discretion
- May suspend, terminate and remove any advertisement or any other action deemed appropriate as necessary
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## OPERATIONAL POLICY/ PROCEDURE

### Modification

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### Force Majeure

The SAENA, Inc. and its assigns shall be held harmless for the unintentional and temporary interruption of an advertisement due to unforeseeable circumstances beyond its scope of normal control that is directly or indirectly related to acts of God, storm, natural disaster, act of terrorism, utility outages or interruptions, system transmission failure, server failure, strike, lockout, or any other situation which is beyond our control.

### Entire Agreement

The SAENA, Inc. and the exhibits hereto constitute the entire agreement and understanding between the parties with respect to the subject matter hereto. It supersedes and replaces all previous discussions, negotiations, and understandings between the parties. This agreement may only be amended by a written amendment signed by authorized representative of both organizations.

### Contact and Mailing Information:

Name of Media Chair  
Address  
Phone number  
Email address



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## Fee Structure:

### Newsletter:

Size	Duration	Price
¼ page	1 issue	\$200
	2 issues	\$300
	3 issues	\$400
	4 issues	\$500

½ page	1 issue	\$300
	2 issues	\$400
	3 issues	\$500
	4 issues	\$600

¾ page	1 issue	\$400
	2 issues	\$500
	3 issues	\$600
	4 issues	\$700

Full page	1 issue	\$500
	2 issues	\$600
	3 issues	\$700
	4 issues	\$800

### Website:

Size	Duration	Price
¼ page	3 months	\$200
	6 months	\$300
	9 months	\$400
	12 months	\$500

½ page	3 months	\$600
	6 months	\$750
	9 months	\$900
	12 months	\$1000

¾ page	3 months	\$1100
	6 months	\$1250
	9 months	\$1400
	12 months	\$1500

Full page	3 months	\$1600
	6 months	\$1750
	9 months	\$1900
	12 months	\$2000