

# Miami Medicine Advertising Contract

Dade County Medical Association ■ 1501 NW North River Drive ■ Miami, Florida 33125

T: 305-324-8717 ■ F: 305-325-1316 ■ E: phandler@miamimed.com

Date: \_\_\_\_\_

\_\_\_\_\_  
Name/Title of Advertiser or Agency Contact

\_\_\_\_\_  
Company or Advertising Agency

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Ad placed for

\_\_\_\_\_  
Product or service

## Insertion Information

B&W / Color\* (circle one)

\_\_\_\_\_  
Ad Size

\_\_\_\_\_  
# of Insertions

\_\_\_\_\_  
Insertion Dates

(\*for color, add \$100 to insertion rate)

\_\_\_\_\_  
Rate per insertion

\_\_\_\_\_  
Production Charges

\_\_\_\_\_  
Rate for preferred position (15%)

\_\_\_\_\_  
Special instructions

## Terms and Conditions

- Advertising in Miami Medicine does not imply approval or endorsement by the Dade County Medical Association (DCMA). The DCMA reserves the right to reject in whole or in part, and at any time, any and all advertising submitted.
- All Advertising Agencies placing the advertisement will be considered the advertiser on this contract, not their clients. Therefore, all agencies will be responsible for any and all charges resulting from the placement of their client's advertising.
- One-time advertisers must submit payment in full when placing the ad. If the ad submitted is not camera-ready the advertiser will be billed for any and all composition charges.
- Advertisers on a 6 or 12-month contract shall be obligated for payment-in-full for the first insertion prior to publication. Any advertiser who decides to change an ad after the first insertion will be billed for any and all composition charges on materials not camera ready. Thereafter, the advertiser shall be billed monthly for the term of the contract. Advertisers whose account falls one month in arrears shall be subject to having their ad pulled and be subject to the same penalties as cancellation, unless or until the account is paid in full.
- Advertisers who cancel a written contract shall be subject to penalties. The penalty shall be the difference of the one-time insertion rate and the contract rate multiplied by the number of times published. If no written cancellation notice is received, the advertiser will be billed for those months remaining on the contract.
- Notice of cancellation must be submitted in writing and must be received within 20 days prior to the first day of the month of publication. Any cover advertiser must give written notice of cancellation 60 days prior to the first day of the month of publication.
- All accounts 30 days overdue will be assessed a finance charge of 1.5 percent per month on the outstanding balance.
- Any changes to this contract not approved in writing by both the DCMA and the advertiser will cause this contract to become null and void.

## Accepted

For Advertiser: \_\_\_\_\_  
Signature Date

For Miami Medicine: \_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name