



### NEWSLETTER ADVERTISING INFORMATION & ORDER FORM

**SERVICES AVAILABLE**

The American Board of Genetic Counseling (ABGC) publishes an annual newsletter in the Spring which provides Diplomates important updates about the business of ABGC and information regarding their certification. The ABGC newsletter will reach over 4,000 Certified Genetic Counselors<sup>®</sup> (CGC). Each issue is distributed via hard copy and made available electronically on the ABGC website.

Ad Size*	Cost	Size*
Full Page Color	\$1,000	8.75" (w) x 10.85" (h)
1/2 Page Color	\$800	7.25" (w) x 4.5" (h)
1/4 Page Color	\$600	3.625" (w) x 4.5" (h)

*\*Limited quantities available of each advertisement size. Limit one per company.*

**ADVERTISEMENT SPECS\*\***

- All images must be 300 dpi at actual size.
- All ads must be submitted digitally, at actual size, in one of the formats listed below.
  1. Press Quality PDF; all type embedded (Preferred)
  2. Adobe InDesign (v CS6 or older); along with all supporting images and fonts.
  3. Adobe Illustrator (v CS6 or older); all type converted to outlines.
  4. EPS; all type converted to outlines

**HOW TO PLACE AN ORDER**

Submit the following to the ABGC Executive Office via email, fax or mail:

1. Payment
2. Order Form
3. Submit Advertisement (electronically to [info@abgc.net](mailto:info@abgc.net))

**DEADLINES**

The mail date for the 2018 Newsletter is approximately May 1, 2018.

Order Form and Artwork Due: **Friday, March 9, 2018.**

**PAYMENT**

**Prepayment is required with each order. NO purchase orders will be accepted.** Requests will not be processed without payment. Payment can either be made by check (payable to ABGC) or credit card (Visa, MasterCard, Discover and American Express). Orders are processed within two weeks of request.

**Credit Card Payments:**

Cardholder Name: \_\_\_\_\_ Cardholder Company Name: \_\_\_\_\_  
 Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Amount: \_\_\_\_\_  
 Signature: \_\_\_\_\_

Purchaser's Name	
Purchaser's Email	
Purchaser/Advertising Company Name	
Advertising on Behalf of (Company Name)	
Purchaser's Mailing Address	
Purchaser's City/State/Zip	
Purchaser's Phone Number	

Please check the type of advertisement:	
<input type="checkbox"/>	Full-Page Color
<input type="checkbox"/>	½ Page Color
<input type="checkbox"/>	¼ Page Color

**\*\*DISCLAIMER:** When the American Board of Genetic Counseling approves the content of advertisements, it does not check or correct the spelling or grammar of the submitted material. It is the responsibility of the purchaser and/or requestor to provide material that is grammatically and orthographically correct and otherwise free of errors.

**TERMS OF AGREEMENT**

1. Eligibility: The ABGC Annual Newsletter is open to companies whose products and services are directly related to the practice and advancement of genetic counseling and the professional education of the Certified Genetic Counselor (CGC). The ABGC Executive Office reserves the right to determine the eligibility of any company or purchaser for inclusion in the newsletter.
2. Right of Refusal: ABGC reserves the right to refuse purchase of advertisement space to any company whose purpose or goods or services is not, in the opinion of ABGC, compatible with the general character and objectives of ABGC. Order of space is not an assurance of eligibility. All orders are subject to review and ABGC reserves the right to refuse any order for any reason deemed appropriate by the ABGC Board of Directors. ABGC reserves the right to reject messages or artwork not in keeping with publication standards. ABGC reserves the right to revoke advertiser privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of ABGC.
3. Positioning: Positioning of advertisements is at the discretion of ABGC.
4. Intellectual Property Matters: Purchasers assume liability for all content (including text representation and illustration) of the artwork printed and agree to indemnify, protect and hold harmless ABGC from any claim or action based on the content of any artwork published. The purchaser represents and warrants to ABGC that no information used in or in connection with the advertisement infringe upon the trademarks, copyrights, or other intellectual property rights of any third party. The Purchaser agrees to immediately notify ABGC of any information of which the Purchaser becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Purchaser agrees to indemnify, defend and hold ABGC, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Purchaser of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, ABGC shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of a Purchaser.
5. Payment Terms: To confirm advertiser participation, full payment must accompany the signed order form. If any purchaser fails to perform any other term or condition of the agreement or fails to observe and abide by these Terms of Agreement, ABGC reserves the right to terminate the contract immediately without refund of any monies previously paid. Prices are subject to change.
6. Refund or Cancellation. Should the Purchaser need to cancel the advertisement placement, he or she shall promptly notify the ABGC Executive Office. All sums paid by the Purchaser, less a service charge of \$250, will be refunded until April 6, 2018. Cancellations after April 6, 2018, will cost the Purchaser one half price of the advertisement ordered, and space shall be forfeited. No refunds will be allowed on cancellations requested after April 14, 2018, and space shall be forfeited.
7. General: All matters and questions not covered by the Terms of Agreement are subject to the decision of ABGC. The Terms of Agreement may be amended at any time by ABGC, and all amendments that may be made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by ABGC to such purchasers as may be affected by them.
8. Management: ABGC Executive Office reserves the right to interpret, amend and enforce these terms of agreement as it deems appropriate to ensure the success of the newsletter.

**I have read the above "Terms of Agreement" and agree to all terms specified therein. The undersigned hereby makes an application for advertisement which, when accepted by ABGC and accompanied by payment, becomes a binding contract.**

Purchaser's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Purchaser's Printed Name: \_\_\_\_\_