

www.aos.org

THE WEB SITE OF THE AMERICAN ORCHID SOCIETY



American Orchid Society
Education. Conservation. Research.

GENERAL INFORMATION

About www.aos.org

The Web site of the American Orchid Society, www.aos.org, receives approximately 500 percent more visits than the average special-interest site of its type and receives approximately 1,000 percent more pageviews. The AOS Web site receives 42,000 hits per week. Of those, 7,000 are unique visitors to the AOS Web site, 70 percent of which have not visited the site for at least 60 days. The average visitor to www.aos.org remains on the homepage for approximately four minutes.

Web site Advertising

Advertising space is available on the homepage of www.aos.org, the Web site of the American Orchid Society. Two ad spaces are available in the right column on the homepage: a top ad and a bottom ad, which will have four rotating slots each and may be reserved per month.

Web Advertising Rates

Ad Space on the homepage of www.aos.org: \$600/3 months
No refunds will be given once the ad is contracted and paid for.
Rates are subject to change without notice.

Web Advertising Specifications

Size: 195×225 pixels/inch
Resolution: 72 dpi
Format: JPG or GIF files
URL: Please provide the URL that you would like linked to your banner advertisement

Deadlines

Web advertisements must be submitted prior to the first of the month.

Information

For more information, please call John Wrench at 561-404-2042 or e-mail jwrench@aos.org.

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INSERTION ORDER

This insertion order is required for placing web advertising on www.aos.org. The American Orchid Society reserves the right to reject any advertisement for any reason. Advertisers certify that no wild-collected plants are being advertised for sale and abide by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

Years _____

January February March April May June

July August September October November December

I hereby authorize the American Orchid Society to place advertising on www.aos.org in the above month(s) at the rate stated. I understand that I will be billed for the rate quoted. I agree to all terms and conditions referenced in this two-page contract.

Advertiser _____

Agency _____

Number of Insertions _____

Comments and Special Ad Instructions

Contact/Person Placing Advertising Phone Fax E-mail

Billing Address City State Zip

Signature Date

Advertising Manager _____

Signature

Date

Web Advertising Rates

The Advertiser shall prepay for the advertising space on a per-month basis at the space rates in effect at the Closing Date for the issue in which the advertisement is scheduled to appear. Notwithstanding anything to the contrary in this Contract, the AOS reserves the right to increase space rates and charges for special services at any time during the term of this Contract. All terms and conditions contained in the Web Advertising Media Kit, as in effect from time to time, are incorporated herein by reference and made a part hereof.

Submission of Copy

The Advertiser shall be responsible for the submission of all Web advertising materials to the AOS on or prior to the first of the month. Advertising cannot be cancelled or changed after the Closing Date. The Advertiser is responsible for securing permission to use all trademarks, copyrights, service marks, service names and trade names that appear in the Advertiser's Web advertisement.

Cancellation Policy

Cancellation by the AOS — The AOS reserves the right to edit, reject or cancel the Advertiser's Web advertisement at any time for any reason. In the event the Advertiser's Web advertisement is cancelled by the AOS, the AOS will provide the appropriate refund applicable to paid but unpublished Web advertisements. **Cancellation by the Advertiser** — The Advertiser shall have the right to cancel this Contract upon written notice to the AOS.

Conservation Policy

The AOS, in congruence with its stated conservation aims and with the full approval of the AOS Trustees, prohibits advertisements for wild-collected orchids and orchid-collecting tours in the pages of Orchids. By submitting Web advertisements for orchid species, vendors are thereby asserting that plants advertised are either artificially propagated (from seed or meristem) or are nursery-grown divisions of legally acquired stock. The AOS reserves the right to screen and reject all Web advertisements that are contrary to the spirit of this conservation policy.

Indemnification

The Advertiser acknowledges that Web advertising is subject to the AOS's approval and that the AOS has the responsibility and also the right to exercise control over content of its Web site in keeping with its aims to extend knowledge, production, use, perpetuation and appreciation of orchids. Consequently, the AOS reserves the right unilaterally to reject Web advertisements for any reason at any time, and also to cancel Web advertising on its Web site for any reason at any time, and provide the appropriate refund applicable to paid but unpublished Web advertisements. Placement of Web advertisements will be at AOS's discretion, although the Advertiser's preference will be met whenever possible. The AOS does not accept Web advertising that appears to be libel, misleading, deceptive or in conflict with AOS policies. Publication of a Web advertisement does not mean endorsement or approval by the AOS of any product or service advertised, the Advertiser or the claims made. The AOS is not responsible for any claims made in a Web advertisement appearing on its Web site. The Advertiser assumes liability for all Web advertising content, including text presentation and illustrations. The Advertiser shall indemnify and hold the published harmless from claims, actions, suits, proceedings or investigations, including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other actions whatsoever that may arise from display of such advertisement. The advertiser shall reimburse the AOS for all losses, damages, deficiencies, costs and expenses (including interest, penalties and reasonable attorneys' fees [at trial and on appeal] and disbursements) (collectively, "Losses") incurred by the AOS in settlement of claims or in satisfaction of judgments obtained by reason of display of the Advertiser's advertising copy. Advertiser claims for errors will be decided on a case-by-case basis with discounts offered for the Web advertisement in question or on the Advertiser's next order, in the AOS's sole discretion, provided that the AOS determines that the AOS made the error and that the Advertiser can prove that the error seriously and negatively affected advertising results.

Entire Contract

This Contract constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, agreements and understandings, whether oral or written, with respect to its subject matter. This Contract may be modified only by a written instrument executed by all of the parties.

Breach of Contract

The AOS shall be entitled to collect from Advertiser all Losses incurred by or on behalf of the AOS in any action against Advertiser pursuant to this Contract.

Membership in the American Orchid Society is open to all individuals without regard to race, color, ethnicity, national origin, religion, gender, sexual orientation, disability or age. All activities of the American Orchid Society are conducted in accordance with the principles of nondiscrimination and mutual respect. Further, the American Orchid Society does not condone or endorse any conduct that is not in accord with these principles.

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THE BULLETIN OF THE AMERICAN ORCHID SOCIETY



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CREDIT CARD AUTHORIZATION

We highly recommend this payment option, as it is a fail-safe method of ensuring that your advertisement will be placed should no cash prepayment arrive at our office before the specified deadlines.

I hereby authorize the American Orchid Society to charge my Visa/MasterCard/AmericanExpress account for advertising charges on the specified deadline. I understand that all information will be kept strictly confidential.

Credit Card Type (circle one) **Visa** **MasterCard** **American Express**

Advertiser _____

Card # _____

Expiration Date _____

Name on Card _____

Amount (Amount/Issue) _____

Credit Card Holder Signature _____