

INSERTION ORDER - Advertisement order form

PLEASE COMPLETE THE ADVERTISER INFORMATION BELOW AND SEE THE BOTTOM OF THE FORM FOR MAILING/FAXING INSTRUCTIONS

Advertiser's Company Name _____

Name and Title of Advertiser's Authorized Representative _____

Telephone and Fax _____

E-mail _____

I am purchasing:

- Spread Full Page Ad 1/2 Page Ad
 1/3 Page Ad 1/4 Page Ad 1/8 Page Ad (Design Exhibit)
 Inner Front Cover Inner Back Cover Back Cover
 Spotlight / Advertorial (enter # of pages) _____

Frequency (select one box, not applicable to 1/4 Page, 1/8 Page or advertorials):

- 1 Issue 2 Issues 3 Issues 4 Issues

Total Amount Due (use the current Media Kit to calculate amount) _____

I am:

- I am The Advertiser (business owner or authorized employee)
 I am The Ad Agency (agency employee or other authorized individual)

Payment Type (select one):

- Check - Made Payable to: Design Book
 MAIL TO: Design Book
 25 SE 2nd Ave, Suite 1036
 Miami, FL 33131, USA
 Credit Card - I authorize use of this credit card to book my ad space.
 Visa Mastercard American Express

Name as it Appears on the Credit Card- PRINT _____

Card Number _____

Expiration Date _____

Billing Address _____

City State Zip _____

X

Advertiser/ Authorized Party's Signature
I agree to terms and conditions below.

Today's Date _____

TERMS AND CONDITIONS - Publisher is defined as Design Book. Advertiser is defined as the purchaser and/or beneficiary of any advertisement purchased with this Insertion Order. Advertisement is defined as any size ad, cover type, directory page(s), advertorial, spotlight article, or any other form of promotion purchased by this Insertion Order. 1. Rates: Published rates are subject to change without notice; rates are locked once the payment is processed. 2. Payment Terms: All Advertisements require pre-payment by the Advertiser or Advertising Agency in full. The Insertion Order must be signed by the Advertiser or, when applicable, an authorized representative from the Advertiser's designated Advertising Agency. 3. Cancellation Policy: Advertisements can be canceled by the Advertiser before the closing date published in the most current Media Kit at the time of desired cancellation but the fee is non refundable. 4. Positioning and Errors: All Advertisements and any other content will be positioned at the Publisher's discretion, unless special positioning is agreed upon by the Publisher. Additional charges may apply for special positioning. The Publisher's sole obligation as to any failure or fault on its part regarding guaranteed placement shall be limited to a refund of any charges that have been paid by the Advertiser or Advertising Agency. The publisher's liability for any other error will also not exceed the charge for the Advertisement in question. 5. Publisher's Protective Clause: By acceptance of this agreement, the Advertiser and the Advertising Agency, shall indemnify and hold the Publisher its owners, employees, associates, agents and subcontractors free and harmless from any and all expenses, damages and costs (including reasonable attorney's fees) resulting in any way from Publisher's compliance with publishing the Advertiser's content purchased with this Insertion Order. This includes, but is not limited to, claims of libel, violation of privacy and copyright infringement. The Publisher shall have the full right to settle any claim and to control any litigation or arbitration to which it may be party, all at the cost of the Advertiser and/or Advertising Agency who shall be deemed joint and several indemnitors. If applicable, the Advertising Agency further warrants that it is authorized to bind, and does bind, the Advertiser to such indemnity jointly and severally with the Advertising Agency. The Publisher reserves the right to reject or omit any advertising for any reason and/or to discontinue publication at any time, with or without notice, or to defer or cancel the printing, publication or circulation of the magazine. The Publisher's sole obligation as to any failure or fault on its part shall be limited to a refund of charges that may have been paid by the Advertiser or Advertising Agency. Any claims must be resolved by arbitration in the State of Florida. 6. Copyright: The Publisher, its owners, employees, associates, agents and subcontractors do not claim copyright for any information or images contained in the purchased Advertisement nor are they responsible for any outside claims of copyright infringement as the results of materials provided to the publisher by the Advertiser or Advertising Agency. The Advertiser and/or Advertising Agency is solely responsible for any outside claims or legal action that may arise from any content of their Advertisements. Advertiser and/or Advertising Agency grants the Publisher the right to print, distribute, sell, and place on the internet and in other media Advertisements purchased by this insertion order for the purpose of promoting the Advertiser and/or promoting this Publication. Additionally, the Publisher reserves the right to re-publish any spotlight articles or advertorials at its sole discretion. 7. Responsibility: Advertiser and/or Advertising Agency supplying product and/or service information for Advertisement in Design Book remains legally and financially responsible for any events and actions that result from the Advertisement purchased with this Insertion Order. The Publisher does not endorse any product or service, nor any company herein, and assumes no responsibility for the accuracy of this data or for the outcome of any business transaction resulting from this publication. The Publisher makes no representation concerning the quality or effectiveness of any of the products or services advertised nor of the specific effectiveness of any purchased Advertisement. The Publisher's sole obligation as to any failure or fault on its part regarding the purchased Advertisement/content shall be limited to a refund of any charges that have been paid by the Advertiser or Advertising Agency. Advertiser is responsible for providing all content (images, text, etc.) for their Advertisement. Publisher does not offer color matching and does not guarantee the accuracy of any colors in its print or web publications.

If paying by credit card, fax the fully completed Insertion Order to 305 675-3782. If paying by check, mail the check and the completed Insertion Order to Design Book, 25 SE 2nd Ave, Suite 1036 Miami, FL, 33131. If you have any questions, email info@designbook.us or call 305 854-7119.