

# DIGITAL (Website) ADVERTISING Contract

AO Digital Advertising placements will commence on the date mutually agreed upon by the advertiser and AO, upon receipt of full payment. Full payment for advertising on AO's website (americaoutdoors.org) and is due no more than 10 days after the order is submitted. Failure by advertiser to submit artwork or payment by agreed upon date will void agreement. No refunds will be provided for any online advertising. Advertiser is responsible for providing all information and digital artwork to meet AO's specifications.

Advertiser agrees to indemnify AO from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. AO's liability is limited to extension of contract by period of time ad failed to display properly if any proven or admitted errors or omissions have occurred.

AO reserves the right to determine the suitability of all ads submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria.

Material Submission – **DUE by the 15<sup>th</sup> of the month before your desired ad run**

All files may be emailed to [jkahlfeldt@americaoutdoors.org](mailto:jkahlfeldt@americaoutdoors.org).

*Please indicate which package you will be purchasing:*

Package options	Please add star (*) mark here	Conference or Home page
1-month banner ad \$500		
3-month banner ad \$1,250		
6-month banner ad \$2,400		
9-month banner ad \$3,500		
12-month banner ad \$4,000		

*If you are choosing **six + months**, you may opt to pay the full amount up front or be billed in two installments.*

Total due:	\$
Total to be paid today:	\$

Check payable to "America Outdoors Association": # _____	Charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AMEX	
Card number	Expiration	Amount \$
Card Billing Address (required)	VCODE (req):	
Card holder's name	Signature	

*By signing below, you are indicating that you have read and agree to the above terms and are authorized to enter into this Agreement.*

**Advertiser Signature/Date** \_\_\_\_\_



## Direct Mail (Email & Mail)

**Mail (\$500 total including postage):** To send your hard-copy AO Annual Conference Announcement to all AO outfitter member companies & our select list of valuable conference prospects, simply send 500 pieces of mail to the AO HQ office.

### Email Digital-only Artwork (\$200 per email)

For email, we recommend to provide a high-resolution PDF to be attached *and* PNG (or JPEG) file to be inserted into the body of the email. This must be provided at a 600 px width (height is discretionary). All screen and printer fonts as well as linked images must be supplied if not embedded in the file. (Note: it is advised to make the font larger than normal so it can be read in the body of the email.) You will be able to preview your email before it is sent.

Material Submission for mail out- **DUE BY AUGUST 15**  
All files may be mailed to the America Outdoors HQ office.

Material Submission for email campaign– **DUE by September 20, 2018**  
All files may be emailed to [jkahlfeldt@americaoutdoors.org](mailto:jkahlfeldt@americaoutdoors.org).

Package choice			
Total due:	\$		
Check payable to "America Outdoors Association": # _____	Charge my: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AMEX		
Card number	Expiration	Amount \$	
Card Billing Address (required)		VCODE (req):	
Card holder's name	Signature		

*By signing below, you are indicating that you have read and agree to the above terms and are authorized to enter into this Agreement.*

**Advertiser Signature/Date** \_\_\_\_\_

Please complete, sign & return to America Outdoors via email or mail:  
Mailing Address: PO Box 10847, Knoxville, TN 37920  
Email: [jkahlfeldt@americaoutdoors.org](mailto:jkahlfeldt@americaoutdoors.org)

