



2017 AASHE Bulletin Advertising Agreement

This AASHE Bulletin Advertising Agreement (the “Agreement”) is made by and between the Association for the Advancement of Sustainability in Higher Education (“AASHE”) and _____ (the “Advertiser”) (each a “Party” or collectively the “Parties”).

1. Term. This Agreement will commence on the date this Agreement is fully executed by both Parties (the “Effective Date”) and continue until terminated by AASHE for any reason in AASHE’s sole discretion (the “Term”).
2. AASHE’s Obligations. AASHE agrees to provide the advertising in the AASHE Bulletin described in the insertion order attached as Exhibit A (the “Insertion Order”), as selected by the Advertiser and submitted by Advertiser from time to time, subject to all requirements, conditions and limitations set forth therein or elsewhere in this Agreement.
3. Advertiser’s Obligations. The Advertiser agrees to pay AASHE the applicable fees described in the Insertion Order attached as Exhibit A (the “Fees”), as selected by the Advertiser and submitted by Advertiser from time to time. Payment of all Fees shall be due in full within thirty (30) days of receipt of AASHE’s invoice. Advertiser is responsible for timely submitting acceptable advertisements for insertion into the AASHE Bulletin by the applicable deadline, subject to the guidelines, terms and conditions specified in this Agreement. Advertiser is permitted to cancel one or more advertisements selected in a particular Insertion Order by providing written notice directed to marketing@asashe.org no later than thirty (30) days prior to publication. Advertiser shall not be charged Fees for advertisements that are timely cancelled pursuant to this Section 3. All Fees for advertisements that are not timely cancelled by Advertiser pursuant to this Section 3 remain fully due and are nonrefundable, unless AASHE is able to sell such advertising space to another advertiser.
4. Acceptance of Advertising. All advertisements are subject to review and approval by the AASHE. AASHE may, for any reason in AASHE’s sole discretion (including but not limited to violation of the guidelines described in Section 5 of this Agreement), require edits or reject any advertisement submitted by the Advertiser. Advertisements that have not previously appeared in the AASHE Bulletin must be submitted for approval at least one week prior to the first issue run date. In the event that an advertisement that has not previously appeared in the AASHE Bulletin is rejected by AASHE or is not timely received without sufficient time for modification or replacement, a previously run advertisement by the Advertiser will be repeated. If no prior advertisement is available, AASHE will run a house advertisement and the Advertiser will be responsible for the cost of its original insertion order.
5. Advertising Guidelines. Advertiser must comply with the guidelines described in this Section 5, and any revisions or supplements to these guidelines, which AASHE may provide at any time and for any reason in AASHE’s sole discretion. In the event that AASHE’s advance written approval is required pursuant to this Section 5, requests for approval should be

directed to marketing@ashe.org.

- a. Advertiser shall not advertise products, services, or events that have no direct relation to the higher education sustainability community unless AASHE provides written approval of the content of such advertisement in advance of its submission.
 - b. Advertiser shall not advertise products, services, or events that compete directly with products, services or events offered by AASHE (including the solicitation of membership in any membership organization) unless AASHE provides written approval of the content of such advertisement in advance of its submission.
 - c. Advertiser shall not reference AASHE, AASHE's products, services, standards, or events, or use AASHE's logo or other trademarks unless AASHE provides written approval of the content of such advertisement in advance of its submission.
 - d. Advertorials (an advertisement resembling an editorial or journalistic article in form and style) are prohibited. Artwork, format and layout should be such as to avoid confusion with editorial content of the publication or website. AASHE reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion.
 - e. Advertising copy must be factual, in good taste, and all claims must be fully supportable. Advertisements must avoid the use of claims the validity of which depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
 - f. Advertisements using exclusive claims such as "best", "the most effective" or "only" or any other word with the same meaning to describe Advertiser's products, services or events is prohibited.
 - g. Advertisements containing testimonials or those that quote the names, statements or writings of any individual, public official, government agency or other organization must be accompanied by written consent for use from the quoted individual or entity.
 - h. All advertisements must clearly identify the Advertiser by trademark, signature or name.
 - i. Links to other websites contained in an advertisement must not prevent a user from easily returning to AASHE's website.
 - j. Advertisements must be in RGB color format and 72 dpi, with dimensions of 480px by 120px. PNG file types are preferred otherwise the graphic may appear blurry. AASHE cannot accept ads in flash or other interactive media formats. The maximum file size is 500 KB. A destination URL is also required for all advertisements.
6. Errors in Advertisements. AASHE shall have no responsibility to correct artwork, proofread advertisements or verify any statements contained therein. In the event of any errors in an advertisement or in AASHE's reproduction or publication thereof, the Advertiser shall notify AASHE immediately. Upon notification, errors will be corrected in the next available comparable placements of the advertisement, as determined by AASHE. This shall constitute the sole remedy for any errors, whether or not such errors are the fault of AASHE.
7. Data and Other Information. AASHE may in its sole discretion provide reports to Advertiser that show aggregate data about the Advertiser's advertisements, including the number of impressions generated. However, AASHE will not release personally identifiable data to Advertiser regarding AASHE's members or the visitors, users, or readers of the AASHE Bulletin or AASHE's website. Further, Advertiser will not be given advance knowledge of any editorial content on the AASHE Bulletin or AASHE's website,

and AASHE'S editorial decisions or advertising policies will not be influenced by Advertiser or shaped to accommodate Advertiser's preferences.

8. Relationship of the Parties. Advertiser is and will remain an independent contractor with respect to AASHE. This Agreement does not constitute and will not be construed as constituting a partnership, joint venture, principal/agent relationship or employer/employee relationship between AASHE and Advertiser. Neither Party will have any right, power or authority to agree to any condition, contract or obligation on behalf of the other Party, and nothing in this Agreement is meant to establish joint and several liability, fiduciary duties, or any other right or obligation associated with a partnership. The inclusion of an advertisement in the AASHE's publications is not to be construed or publicized as an endorsement or approval by AASHE, nor may the Advertiser promote that its advertising claims are approved or endorsed by AASHE.
9. Representations and Warranties. The Service Provider covenants, warrants and represents that the advertisements submitted by Advertiser comply with all applicable laws and do not infringe or violate the rights of any third party.
10. Limitation of Liability. NEITHER PARTY WILL BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, DELAY, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES, INCLUDING DAMAGES FOR LOST OPPORTUNITIES, LOST PROFITS FROM THIS AGREEMENT OR ANY OTHER TRANSACTION, OR LOST SAVINGS, WHETHER ARISING IN CONTRACT, TORT OR OTHERWISE, EVEN IF SUCH DAMAGES WERE FORESEEABLE OR RESULT FROM A BREACH OF THIS AGREEMENT. NOTWITHSTANDING ANYTHING IN THIS AGREEMENT TO THE CONTRARY, IN NO EVENT WILL THE AGGREGATE LIABILITY OF AASHE TO ADVERTISER EXCEED THE AMOUNT OF THE FEES PAYABLE BY ADVERTISER TO AASHE UNDER THIS AGREEMENT.
11. Indemnification. Advertiser shall defend, indemnify and hold harmless AASHE, its related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, from and against any and all claims, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind incurred in connection with (i) any claims or statements made in the Advertiser's advertisements; (ii) any third party's use of the products, services, or events described in the Advertiser's advertisements; or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Advertiser in this Agreement. This indemnity shall require the payment of costs and expenses by Advertiser as they occur. The provisions of this Section shall survive any termination or expiration of this Agreement.
12. Force Majeure. No delay or failure in performance by either Party (except for payment obligations) will constitute default hereunder or, give rise to any claim or damages if, and to the extent, such delay or failure is caused by an occurrence beyond the control and without fault or negligence of the Party affected and which said Party is unable to prevent or provide against, by exercise of reasonable diligence including, but not limited to: an act of God, strike or other labor dispute, fire, riot, or civil commotion, government action or decree, inclement weather conditions, or for any other reason beyond the control of the Parties (collectively, a "Force Majeure"). In the event a Force Majeure

EXHIBIT A

INSERTION ORDER

Advertiser Information:

Advertiser: _____

Contact: _____

Billing Address: _____

City: _____ State/Prov. _____ Postal Code: _____

Phone: _____ Email: _____

The advertiser agrees to purchase advertising space in the AASHE Bulletin and agrees to the terms and conditions stated below.

Issue/Month/Rates: There will be five issues published in January, May and August. The AASHE Bulletin will not be published on October 17 or December 26. Four issues will be published in all other months, with the exception of December.

____ January (\$1,375 member/\$2,000 non-member)
(Ad close: 12/19/16; Artwork due: 12/23/16)

____ July (\$1,100 member/\$1,600 non-member)
(Ad close: 6/19/17; Artwork due: 6/26/17)

____ February (\$1,100 member/\$1,600 non-member)
(Ad close: 1/23/17; Artwork due: 1/30/17)

____ August (\$1,375 member/\$2,000 non-member)
(Ad close: 7/17/17; Artwork due: 7/24/17)

____ March (\$1,100 member/\$1,600 non-member)
(Ad close: 2/20/17; Artwork due: 2/27/17)

____ September (\$1,100 member/\$1,600 non-member)
(Ad close: 8/21/17; Artwork due: 8/28/17)

____ April (\$1,100 member/\$1,600 non-member)
(Ad close: 3/20/17; Artwork due: 3/27/17)

____ October (\$1,100 member/\$1,600 non-member)
(Ad close: 9/18/17; Artwork due: 9/25/17)

____ May (\$1,375 member/\$2,000 non-member)
(Ad close: 4/17/17; Artwork due: 4/24/17)

____ November (\$1,100 member/\$1,600 non-member)
(Ad close: 10/23/17; Artwork due: 10/30/17)

____ June (\$1,100 member/\$1,600 non-member)
(Ad close: 5/22/17; Artwork due: 5/29/17)

____ December (\$825 member/\$1,200 non-member)
(Ad close: 11/20/17; Artwork due: 11/27/17)

Special offer: Purchase 3 or more months and receive a 20 percent discount!

Total Due: _____

Placement: Placement is first come, first served, based on availability. Please contact andrea.huggins@ashe.org to determine placement availability.

