

# Go for It!™

Over 30 years industry and publishing experience

## Contract Rates for Issues

3 issues .....	15% Discount
4 issues .....	25% Discount
12 issues .....	40% Discount

**Special Note on Contract Rates:** Contract Rates cannot be more than one rate card behind current rates.

## Color

Additional charge of \$150, per color AAAA; special colors - \$325. Four color available - \$500, plus separations.

## Special Position — Translations

Mini-Back Page Translations available:  
 Dimensions 10" x 7" Spanish: \$3.00/word\*  
 Rate \$3,500.00 \*plus production cost - \$85.

## Online Web/Media Options:

Individual ads on Selikoff Enterprises website with link to your website and email address. Plus, other options: AKA link to AJN, AMA, Harvard, Career Planning Depts. placement charge - \$75, production charge - \$85.

## FAX Machine

Call (307) 734-9010 (9AM to 8PM EST)

## Authorizations (Must Fax Back or No Ad)

Size: \_\_\_\_\_ Cost \_\_\_\_\_

Issue: \_\_\_\_\_ Date: \_\_\_\_\_

Hospital Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

## Agency Commission

15 percent commission to recognized agencies performing full agency service. Production costs will be charged for all art work not camera ready. Instant credit is available to all AAAA agencies; others will be provided with a credit application. A check is required for first time run with initial order. Visa and Mastercard accepted.

## Advertising Deadline

Approximately 5 days before publication date (please see schedule for exact dates).

	3Times 15% Discount			4Times 25% Discount			Annually 40% Discount	
Advertising Image Area	1X	3X	=	4X	=	12X	=	
1/8 Page 10" wide x 2" deep 8" wide x 2 1/2" deep 6" wide x 3 1/4" deep 4" wide x 5" deep	1,150.00	977.50	2,932.50	862.50	3,450.00	690.00	8,280.00	
1/6 Page 10" wide x 3" deep 8" wide x 3 1/2" deep 6" wide x 4 3/4" deep 4" wide x 7" deep 2" wide x 14" deep	1,450.00	1,232.50	3,697.50	1,067.50	4,350.00	870.00	10,440.00	
1/3 Page 10" wide x 4" deep 8" wide x 5" deep 6" wide x 6 7/8" deep 4" wide x 10" deep	1,750.00	1,487.50	4,462.50	1,312.50	5,250.00	1,000.00	12,000.00	
1/2 Page 10" wide x 8" deep 8" wide x 10" deep 6" wide x 13 1/4" deep	2,228.00	1,893.80	5,081.40	1,571.00	5,684.00	1,400.00	16,800.00	
2/3 Page 10" wide x 10 1/2" deep 8" wide x 13 1/4" deep	2,628.00	2,233.80	6,701.40	1,971.00	1,971.00	7,884.00	1,800.00	
3/4 Page 10" wide x 12" deep 8" wide x 15" deep	3,028.00	2,573.80	7,721.40	2,271.00	9,084.00	1,816.00	24,000.00	
1 Page 10" wide x 16" deep	3,800.00	3,060.00	9,180.00	2,700.00	10,800.00	2,160.00	25,920.00	

## Terms and Conditions

Payment for advertising is due upon publication issue date. In submitting an advertising order, advertisers agree to pay all costs of collection including all fees and reasonable attorney's fees related to default of payment. All accounts past 30 days due are subject to a 1 1/2% per month interest; 60 days - 3%; 90 days - 6% charge on the unpaid balance.

All terms and conditions published here, and on Selikoff Enterprises/Go For It! contracts are to be considered part of all rate cards and consulting contracts. All advertising is subject to these *terms and conditions*.

Agencies and their advertisers have a dual liability to the publication in the event of non-payment. That is, the client is responsible for the agency and vice versa. The publisher assumes no financial responsibility for typographical errors in advertisements, but if at fault will reprint that part of the advertisement in which the error occurs. If possible the total advertisement will be reprinted. Publisher is not responsible for errors in key numbers. Notifying the advertiser must be made within one week from the date of publication.

All advertising is accepted subject to the following terms and conditions and in those set forth in our current contract format. The publisher reserves

the right to refuse any advertisement without explanation at any time.

Publisher shall not be liable for any failure to finish consulting projects or seminars, print, publish or circulate all or any portion of any project or issue in which an advertisement is accepted by publisher or staff if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.

Cancellations (as well as changes in insertion orders) will not be accepted by the publisher after the closing date for the agreed upon issue. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher. Neither the agency nor its advertiser may cancel orders for advertising after closing dates.

In consideration of publication of an advertisement, consulting project or seminar, the client/advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publication, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, consulting project of seminar, including, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement or plagiarism.