

Midwifery Today Advertising Opportunities

Eugene, Oregon Conference • March 31 – April 3, 2019



Conference Location:

Centro de Fe

540 Adams Street, Eugene, Oregon 97402

Monet Moutrie—monetnicole.com

Conference Program Ads

Back Cover (full page)

Inside Front & Back Covers

Full Page (7.5" w x 10" h)

1/2 Page Hor. (7.5" w x 5" h)

1/2 Page Ver. (3.75" w x 10" h)

1/4 Page (3.75" w x 5" h)

(See order form for prices.)

All ads must be **grayscale** (black and white) and **high quality** (at least 300 ppi).

Acceptable formats: PDF, TIFF, JPEG, and EPS files.

All fonts and graphics must be embedded.

E-mail digital copy to: ads@midwiferytoday.com

Program Ad Deadline

March 15, 2019

For more information, contact:

Michelle Wilson, Ad Team

+1-541-344-7438 Fax +1-541-344-1422

ads@midwiferytoday.com

Registration Inserts

Price: \$99

Inserts may be promotional flyers, coupons, samples, or announcements from your business or service. This is a perfect opportunity for you to take advantage of the buying power of midwives, doulas, and other birth professionals. Flyers will be inserted into conference packets or bags given to all registrants. Please, no paperclipped inserts.

Size limit: 8½" x 11", Quantity: 150

Insert Mailing Instructions

Mail inserts to arrive no later than **March 25, 2019**.

Do NOT ship inserts to the venue, or your shipment may be misplaced.

Mail 150 inserts to:

Midwifery Today
Conference Inserts
1372 S. Bertelsen Road
Eugene, OR 97402

Mail payment to:

Midwifery Today, Inc.
Conference Inserts
P.O. Box 2672
Eugene, Oregon 97402

Conference Advertising Order Form

Eugene, Oregon • March 31 – April 3, 2019



This is an agreement between Midwifery Today, Inc., and _____ (Advertiser) regarding advertising options at the Midwifery Today Conference to be held **March 31 – April 3, 2019, at Centro de Fe in Eugene, Oregon.**

Please select your choice of advertising options:

Conference Program Ad

Ad deadline is March 15, 2019. (See Ad Opportunities page for sizes.)

- Back Cover (full page) \$225
- Inside Front Cover (full page) \$185
- Inside Back Cover (full page) \$150
- Full Page \$125
- ½ Page \$65
- ¼ Page \$45

Registration Packet Inserts

Insert deadline is March 25, 2019.

- \$99

Conference Program	\$ _____
Registration Packet Inserts	\$ _____
Total Amount Due	\$ _____

Method of Payment

- Check/Money Order
- MasterCard
- Visa
- Discover

Card Number _____ Name on Card _____ Exp. Date _____

Address _____ Signature _____
(as it appears on credit card bill)

Contact Information

Advertiser _____ Phone _____

Contact Person's Name _____ Title _____

Address _____ Fax _____

City, State, Country, Zip/Postal Code _____ E-mail _____

Terms and Conditions

Refund/Cancellation Policy: Advertisers may cancel this agreement at any time by written notice to Midwifery Today. There will be NO refunds of conference advertising fees after **March 5, 2019**. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date.

I have read and agree to the Advertising terms and conditions with Midwifery Today, Inc., and further represent our right to use any graphic, image, or photograph provided for advertising publication, including model release or product image, and agree to hold Midwifery Today harmless from any claims arising from such use.

Advertiser's Signature _____ Date _____

Advertising Terms and Conditions

Definition of terms

“MT” means Midwifery Today, Inc.

“Advertisement” (“Ad”) or “Advertising” means material or a message in any format that promotes an Advertiser’s brand or products or services.

“Advertiser” means a person or entity that provides Advertisements, whether directly or indirectly or through its advertising agency, to promote itself, its brands, or the products or services it offers.

Payment

The Advertiser agrees to pay the charges for Advertisements published or distributed, or for exhibit tables reserved at his/her direction. **PAYMENT IS DUE ON OR BEFORE THE ADVERTISEMENT DEADLINE.**

Late payment may result in a late charge, loss of discount, cancellation of the Advertisement and/or postponement of the Advertisement to the following issue.

Year-long contracts are not subject to rate increases that occur during the period of the contract. At the end of the contract, rate increases may be put into effect for subsequent Ads.

Deadlines

The Ad deadlines for *Midwifery Today* magazine are January 15 (March issue), April 15 (June issue), July 15 (September issue), and October 15 (December issue). The ad deadline for *Midwifery Today E-News* is Thursday, 9 am U.S. Pacific Time, when publication is the following Wednesday.

Deadlines for conference Advertisements vary. Please see the specific conference Advertising Opportunities information for details.

Ad copy is due on or before the Ad deadline. Ad copy submitted after the deadline may result in a late charge, loss of discount, cancellation of the Ad and/or postponement of the Ad to the following issue.

Last-minute conference exhibits are generally accepted on a space-available basis.

Changes and cancellation

All verbal instructions regarding contracts or changes of any kind must be confirmed in writing by the Advertiser.

Cancellation of or changes to Ads will generally not be accepted after Ad deadline, and none may be presumed executed without acknowledgment from MT.

Cancellation of year-long contract

Advertisers may cancel a year-long contract by written notice to MT at least 10 days prior to the next Ad deadline. At such time, the Advertiser will be responsible to pay for any Ads already run as part of a yearly contract at their full, not discounted, rate.

All such sums of money are due and payable before the next Ad deadline in order to cancel the contract.

In the absence of written termination notice from the Advertiser, MT is authorized to insert the last contracted Ad and bill the Advertiser toward fulfillment of the contract.

Restrictions

MT reserves the right to determine placement of all Ads and shall not be bound by requests for special positions other than covers, despite efforts made to meet Advertiser’s preferences.

MT reserves the right to refuse or cancel any Advertisement and to disallow any promotion or sale of any item at its conferences or through use of its mailing lists which, in its sole opinion, does not conform to MT’s standards.

Limit of Liability

MT’s liability for any error shall not exceed the single instance cost of the space purchased. MT is not responsible for errors in key numbers or other typing errors.

Conditions appearing on contracts or submitted copy that conflict with MT’s policies will not be binding upon MT.

All agreements are subject to acts of God, fires, strikes, accidents, and other occurrences beyond MT’s control. MT shall not be liable for any costs or damages if the terms of an Advertising Agreement are not fulfilled due to any such cause.

The Advertiser assumes responsibility for any and all claims that may arise as a result of Advertisements with MT and will indemnify MT against any claims or liability arising there from.

Any graphic or image provided to Midwifery Today, created by MT for an advertiser, or recorded at a Midwifery Today sponsored event after notice to participants, may appear in any medium for marketing or editorial use by MT.

Advertising Policy Notice: MT does not accept Advertising or conference exhibits for breast milk substitutes, pacifiers, nipples, or bottles. Other unacceptable Advertising includes, but is not limited to, duplication of products or services offered by MT, pyramid schemes, and any product or service believed by MT to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories, and breast milk storage devices are generally acceptable. Any graphic or any image provided to MT, created by MT for an advertiser, or recorded at a MT sponsored event, may appear in any medium for marketing or editorial use by MT.