



Learned Publishing Advertising - Booking Form 2019

Online Advertising

Please reserve

Leaderboard

Mid Page (MPU)

Indicate number of impressions required for each month (in hundreds)

<input type="checkbox"/>	January	<input type="checkbox"/>	February	<input type="checkbox"/>	March	<input type="checkbox"/>	April	<input type="checkbox"/>	May	<input type="checkbox"/>	June
<input type="checkbox"/>	July	<input type="checkbox"/>	August	<input type="checkbox"/>	September	<input type="checkbox"/>	October	<input type="checkbox"/>	November	<input type="checkbox"/>	December

Or, do you have a monthly budget? Specify your budget and we will let you know how many impressions this will provide
I have a monthly budget of _____

Journal Print Advertising

Please reserve the following in *Learned Publishing* Volume 32, 2019

Date

<input type="checkbox"/>	January	<input type="checkbox"/>	April	<input type="checkbox"/>	July	<input type="checkbox"/>	October
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Format

<input type="checkbox"/>	Half Page	<input type="checkbox"/>	Full Page	<input type="checkbox"/>	Colour	<input type="checkbox"/>	Black & White
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Special positions:

<input type="checkbox"/>	Back Cover	<input type="checkbox"/>	Inside Back Cover	<input type="checkbox"/>	Inside Front Cover
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- Single leaflet insert (maximum size 210 x 276mm)
- ALPSP Membership Discount claimed
- Multiple issue discount claimed (advertisement in 4 successive issues)
- Discount for Bundled deal for Print and Online Advertising

VAT is payable at current rate and will be added to the total cost where applicable

Contact name:

Organization/company

Billing address

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Postcode Telephone Fax.....

Email

Signature Date

Do you have any other requests regarding advertising in *Learned Publishing*?

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Please refer to the attached Terms and Conditions.

For any queries please contact: Diane French at diane.french@alpsp.org or +44 (0)1827 709188



Terms and Conditions

Learned Publishing advertising – online/print/inserts

The acceptance of orders is subject to the availability of space, and the Association of Learned and Professional Society Publishers (The Association) retains the right to refuse or withdraw advertisements as it sees fit. It is the advertisers' responsibility to ensure the advertisement is submitted in the correct format for use, as specified by the Association at the time of booking. All orders must be confirmed in writing.

Online: Advertisers may book impressions for one month or multiple consecutive or multiple selected months. If more than one month of impressions is booked the current creative will be repeated unless new instructions have been received.

Print: Advertisers may book space for one issue or a series of four consecutive issues. For a series of four issues, when insertion is due, current creative will be repeated unless new instructions have been received in time for press.

Inserts: Advertisers may book to have an insert placed in the print copy of *Learned Publishing*, it is their responsibility to supply the ready printed inserts to the printer, or provide artwork for these to be printed by a printer contracted by the Association at cost.

The Association reserves the right to vary the advertisement rates and the terms of the contract regarding space or frequency of insertion or other matters at any time, and orders are accepted on the basis that any alteration or amendment becomes effective immediately on any outstanding insertion. In such an event the Advertiser would have the option of cancelling the balance of contract without surcharge.

If an advertisement is received in an incorrect format and alteration involves radical changes in layout or typesetting it will be charged at cost.

Cancellation:

For a single issue: If an advertiser cancels after the booking deadline (print or online) the full charge is payable.

For a series: If an advertiser cancels a balance of contract for a series, a surcharge will be raised to adjust the rate to the individual rate as published. We will refund the difference between the adjusted cost and the full price paid.

The Advertiser will indemnify the Association from any claims or actions arising from the appearance of an advertisement.

The Association accepts no liability for consequences occasioned either by the non-appearance of any particular advertisement or by any printers' errors.

For any queries on the above please contact:

Diane French at diane.french@alpsp.org or +44 (0)1827 709188