

LEARNING & TRAINING INNOVATIONS

e-Media Advertising Contract

- All insertion orders must be signed; your order is not complete unless Advanstar Communications or its agent signs it
- Make all checks payable to: Advanstar Communications.
- Mail completed form to: Bonni Finer, Advanstar, 201 Sandpointe Avenue, 6th floor, Santa Ana, CA 92701; or via fax to: 714-513-8637; or E-mail to: bfiner@advanstar.com
- Please allow seven (7) working days from the date your payment is received to set up your banner ad(s) on the Web site

Advertiser Information

Company _____

Agency Name _____

Contact _____

Title _____

Address _____

City/State/Zip _____

Billing Address _____

(if different from above)

Phone _____ Fax _____

Email _____

Website _____

Advanstar Communications

Pam Squier
Account Executive
201 Sandpointe Avenue
Santa Ana CA 92701
T: 714-513-8841 or
T: 800-845-3112 x 841
E: psquier@advanstar.com

Send Ad Material to:

Bonni Finer
Customer Service
201 Sandpointe Avenue
Santa Ana CA 92701
T: 714-513-8842
F: 714-513-8637
E: bfiner@advanstar.com

Traffic Reports & Questions should be directed to

Name _____

Phone _____

Fax _____

Email _____

Client's contact to provide advertising creative

Name _____

Email _____

Note: Artwork that does not conform to the specifications can affect site performance and may not be posted.

Learning & Training Innovations Advertising Campaign

Campaign Name _____

Ad Start Date _____ End Date _____

Advertising Rates (net rates)

	Quantity	1 Month	6 Months
<input type="checkbox"/> Web Home Page Banner (468x60 pixels)	_____	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$9,570
<input type="checkbox"/> Web Home Page Button (120x60 pixels)	_____	<input type="checkbox"/> \$795	<input type="checkbox"/> \$3,570

LTI Newsline Skyscraper Ad \$700 / 1X \$1,800 / 3X \$3,000 / 6X

LTI Newsline Sponsorship \$1,000 / 1X \$3,000 / 3X \$4,200 / 6X

Total Net Contract Price (quantity x rate) _____ Net Cost \$ _____

Client Signature _____ Date _____

Sales Rep Signature _____ Date _____

Method of Payment: Bill Me _____ Annual _____ Quarterly _____ Monthly _____ Per Insert _____

LTI NEWSLINE e-Media Advertising Contract

GENERAL TERMS AND CONDITIONS

- A. Client understands and agrees that it is entering into an Agreement for advertising with Advanstar Inc., for the purchase of advertising on a business-to-business online community.
- B. Where Client transacts with Advanstar through an advertising agency, all advertisements are accepted and displayed by Advanstar contingent on the representation by Client that such agency is properly authorized by Client to act on behalf of Client. It is understood that Client and its advertising agency are jointly and severally liable for payment of invoices for advertising made available on website, and for indemnifying Advanstar against third party claims arising from such advertising.
- C. Insertion Orders must be delivered at least five (5) business days prior to the start of an Insertion Order term. Any correspondence should include a list of Client's name, banner positions, URL link, alternative text and run dates. All quarterly and monthly programs start on weekdays (no holidays or weekends).
- D. Creative materials must be provided to Advanstar five (5) business days prior to start of campaign. Creative materials received after campaign is to start will be posted within five (5) business days but will be billed in accordance with the signed Insertion Order. It is the responsibility of the Client to provide a correct click-through URL. Advanstar is not responsible for verifying the correctness of such URL or other material submitted by Client. Costs incurred by Advanstar for production work on advertisements will be charged to Client.
- E. All advertising submitted by Client to Advanstar shall be subject to approval by Advanstar. Client understands that neither Advanstar nor its representatives can guarantee or predict the results Client will receive from its advertising. All advertisements are accepted and made available by Advanstar contingent upon the representation by the Client that it can lawfully make available on our websites the entire contents and subject matter thereof and that such advertisement will not violate any law or infringe upon any right of any third party. In consideration of the placement of advertisements on our websites and any linkage to the Client's site on the Web, the Client will indemnify and hold Advanstar and all subsidiaries and affiliates of Advanstar harmless from and against any and all losses and expenses arising out of the appearance of such advertisements on our websites, or on the advertiser's site on the Web as linked through Advanstar, including without limitation those arising from claims or suits of defamation, trade libel, copyright or trademark infringement, misappropriation, rights of privacy or publicity, or from any and all similar claims now known or hereafter devised. It is understood that the Client is responsible for payment of invoices for advertising hereunder.
- F. Positioning of advertisements is at the discretion of Advanstar except where a request for a specific preferred position is acknowledged by Advanstar in writing.
- G. Provided that Client provides Advanstar with 30 days written notice, Client may cancel this Insertion Order at any time.
- H. Payment must be made in full within 30 days of the "Live Date". Payments shall be sent to Advanstar Communications, Attention Accounts Receivable, 131 West First Street, Duluth, MN, 55802-2065 within thirty (30) days of receipt of invoice. No agency commissions are allowed on past due invoices. All past due invoices will be re-invoiced directly to the advertiser, subject to a finance charge rate of one and one-half percent (1.5%) per month or a percentage not to exceed the maximum permitted by law. Past due invoices are subject to 91-day automatic collection unless other arrangements have been made. The advertiser agrees to pay Advanstar all collection costs. Advanstar will not be bound by conditions appearing in the Insertion Order or copy instructions that conflict with policies stated on Advanstar's rate card, acknowledgement, or invoices, including but not limited to sequential liability clauses.
- I. Advanstar is not responsible for errors or omissions in any advertising materials provided by Client. Advanstar shall not be liable for any costs or damages if for any reason it fails to electronically display an advertisement. In no event shall Advanstar be liable for any damages, consequential or otherwise, in excess of the amount paid for the advertisement, omission from or error in any index, or for any other reason. EXCEPT AS OTHERWISE PROVIDED FOR IN THIS SECTION H, HIVE4.COM MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR PARTICULAR PURPOSE. HIVE4.COM SHALL HAVE NO LIABILITY WITH RESPECT TO ITS OBLIGATIONS UNDER THIS INSERTION ORDER FOR CONSEQUENTIAL, EXEMPLARY, SPECIAL, PUNITIVE OR INCIDENTAL DAMAGES EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES, INCLUDING WITHOUT LIMITATIONS, ANY LOST PROFITS, LOST SAVINGS, OR LOSS OR DISRUPTION OF BUSINESS, REGARDLESS OF WHETHER A CLAIM ARISES OUT OF CONTRACT, TORT, STRICT LIABILITY OR OTHERWISE. HIVE4.COM'S LIABILITY SHALL BE LIMITED IN ALL CIRCUMSTANCES TO THE AMOUNT OF THE RATE PAID BY CLIENT FOR THE RESPECTIVE ADVERTISING.
- J. Advanstar is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the reasonable control of Advanstar affecting production or delivery in any manner.