

# WEB advertising

## ABI Online Advertising

### contract

This contract is made between the company listed below and the American Bankruptcy Institute (ABI). The Advertiser agrees to the following terms.

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

( ) ( )  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

### Banner Ad Pricing - Per Section

- 1) ABI Website Banner Ad  3 months: \$5,000  6 months: \$7,000  1 year: \$12,000
- 2) SmartBrief  Square ad (1week): \$2,500  Crown ad (1week): \$3,000
- 3) ABI Daily News Headlines Ad  (1week): \$3,000
- 4) Committee e-Newsletter/Blog Ad  \$ \_\_\_\_\_ (contracted price)

Start Date: \_\_\_\_\_ Section(s) Sponsored: \_\_\_\_\_  
(if purchasing website banner ad)

End Date: \_\_\_\_\_ Amount Due: \$ \_\_\_\_\_

Signed for Advertiser \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Signed for ABI \_\_\_\_\_ Printed Name \_\_\_\_\_ Date \_\_\_\_\_

#### Content

The subject matter, form, size, wording, illustration and typography of the advertising shall be subject to the approval of ABI. ABI shall have the right to reject or omit any advertisement that ABI, in its sole discretion, considers unsuitable for any reason or contrary to the policies of ABI. ABI shall have no responsibility or liability for any materials sent by any Advertiser nor for any errors in any advertising form, size, wording, illustration, typography or any other matter relating to any Advertiser.

#### Payment

All Advertisers must submit pre-payment for this contract. ABI reserves the right to hold the advertising agency and the Advertiser jointly responsible for all payments.

#### Right of Refusal

ABI reserves the right to refuse any link that is not in accordance with ABI's and publishing standards. Pre-payment will be returned to the Advertiser, less any costs incurred by ABI.

#### Hold Harmless

The Advertiser will assume all responsibility for any and all advertisements linked by ABI's Website and will hold ABI harmless for any and all claims relating to its advertisement, including, but not limited to, tort, copyright, photographic or trademark actions.

#### Law to Be Applied

The law to be applied to this contract is the law of Virginia.

**Cancellation:** ABI Website advertisements cannot be cancelled. ABI reserves the right to place house advertisements in all sections.

Please complete contract and return with payment to the address below.



AMERICAN  
BANKRUPTCY  
INSTITUTE

Complete contract and return to:

ABI Web Ads

44 Canal Center Plaza • Suite 400

Alexandria, VA 22314

Phone: (703) 739-0800 • Fax: (703) 739-1060

E-mail: [marketing@abiworld.org](mailto:marketing@abiworld.org) • Web: [www.abi.org](http://www.abi.org)