



Insertion Order

This is a space contract for advertising in Education Next and is binding unless retracted before the space reservation closing date, as set forth in the Advertising Rate Card.

Advertiser (Company Name):
Contact Name / Agency: Title:
Phone: Email:
Billing Address:
City: State: ZIP Code:

EDUCATION NEXT - PRINT ADVERTISEMENT

Issue:
Premium Space: Two-page spread, Full Page Premium, Full Page Inside Back Cover
Other Space: Full Page, 1/2 Page, 1/3 page

EDUCATION NEXT - ONLINE ADVERTISEMENT

Number of Impressions: @ \$25 CPM =
Start Date: End Date:

EDUCATION NEXT - PACKAGE (Print + Online)

Print Impressions
Full Page Premium 30,000
Full Page 25,000
1/2 Page 15,000
Start Date: End Date:

Special Instructions:

PRICING

Print:
Online:
Package:
TOTAL:

Advertisement is a trade or partnership (explain below)

Name of Advertiser / Responsible Party (Please print)

Signature Date:

Please send this form and all electronic files to:

Michael Poor: michael\_poor@hks.harvard.edu or

See page 2 for terms and conditions and see rate card for print specifications

## Insertion Order

### *Terms and Conditions*

**The publisher expects that all claims and guarantees made by advertisers regarding performance, etc., of product or service can be substantiated.**

1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss including reasonable attorney's fees by reason of any claims arising out of publication.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the unconditional right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time.
3. Positioning of advertisements is at the discretion of the Publisher except where a request for a specific preferred position is acknowledged by the Publisher in writing.
4. Advertisements not received by our Advertising Coordinator by materials closing date will not be entitled to the privilege of O.K. or revision by the advertiser or its agency.
5. All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice of at least 60 days from the Publisher.
6. Conditions, other than rates, are subject to change by Publisher without notice.
7. No conditions other than those set forth here shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this form.
8. Publisher shall have no liability for errors in key numbers.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.
10. Mechanical production charges incurred on behalf of the advertiser or its agency in the preparation of advertising material will be rebilled at net cost.
11. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising ordered by the advertiser or its agent and for which advertising was published.
12. Cancellations will not be accepted after the ad space deadline date and none may be considered executed unless acknowledged by the Publisher.
13. Orders for covers and inserts are noncancellable.
14. "No coupon backup" of ads cannot be guaranteed.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*Education Next Representative*