



WEB INSERTION ORDER

DATE _____

SITE NAME _____

ADVERTISER		PHONE	
ADDRESS		FAX	
CITY, STATE, ZIP		E-MAIL	
CONTACT		URL	
BRAND/PRODUCT			

☐ CHECK HERE IF NEW ADVERTISER

<input type="checkbox"/> AGENCY <input type="checkbox"/> OTHER		PHONE	
ADDRESS		FAX	
CITY, STATE, ZIP		E-MAIL	
CONTACT			

INVOICE TO ☐ ADVERTISER ☐ AGENCY ☐ OTHER

ISSUES	SIZE	RATE	POSITION
START DATE	<input type="checkbox"/> BUTTON	<input type="checkbox"/> 1 MONTH	<input type="checkbox"/> ROS
	<input type="checkbox"/> BANNER	<input type="checkbox"/> 3 MONTHS	<input type="checkbox"/> HOME PAGE
	<input type="checkbox"/> SKYSCRAPER	<input type="checkbox"/> 6 MONTHS	<input type="checkbox"/> OTHER/SPECIFY
END DATE	<input type="checkbox"/> SPLASH PAGE*	<input type="checkbox"/> 12 MONTHS	
	<input type="checkbox"/> BOX ART*	<input type="checkbox"/> OTHER/SPECIFY	
	<input type="checkbox"/> OTHER/SPECIFY		
<input type="checkbox"/> OTHER/SPECIFY	<input type="checkbox"/> SPOTLIGHT		
	<input type="checkbox"/> LINK		
	<input type="checkbox"/> VIRTUAL BOOTH		

MATERIAL INSTRUCTIONS

ALT TEXT (MAXIMUM 60 CHARACTERS)
LINK URL (REQUIRED)
SPECIAL INSTRUCTIONS

BILLING INFORMATION

GROSS TOTAL	
NET TOTAL	
NET PROGRAM TOTAL	
OTHER/SPECIFY	

*APPLIES TO VIDEO STORE WEBSITE ONLY.

AD MATERIALS TO ADTRAFFIC@ADVANSTAR.COM

THIS AGREEMENT MUST BE SIGNED AND RETURNED TO _____ VIA FAX (_____). TERMS:
NET DUE UPON RECEIPT. NO AGENCY COMMISSION ON PAST DUE INVOICE; 91 DAYS AUTOMATIC COLLECTION
UNLESS ARRANGEMENTS HAVE BEEN MADE; THE ADVERTISER AGREES TO PAY THE PUBLISHER ON ALL
COLLECTION COST.

ACCEPTED FOR COMPANY _____ DATE _____ # _____

ACCEPTED FOR CLIENT _____ DATE _____