



2023
media**kit**

trajjectory

Our mission is to foster deeper engagement and broader conversation about all things geospatial. We aim to educate and inform about the GEOINT tradecraft, the opportunities that abound in this exciting field and to nurture a community driving toward advances in this discipline to deliver mission success in support of national security. USGIF is a bridge connecting industry, academia, and government.

— Ronda Schrenk, USGIF CEO

about *trajectory*

about USGIF

The United States Geospatial Intelligence Foundation (USGIF) is a 501(c)(3) nonprofit educational foundation dedicated to advancing the geospatial intelligence tradecraft and developing a stronger GEOINT community with government, industry, academia, professional organizations, and individuals who develop and apply geospatial intelligence to address national security challenges. The three pillars of USGIF's mission are to build the community, advance the tradecraft, and accelerate innovation.



***trajectory*: THE OFFICIAL PUBLICATION OF USGIF**

Our award-winning digital publication, *trajectorymagazine.com*, covers a broad range of geospatial intelligence topics, news, and information for the GEOINT community. Leveraging the Foundation's access to national security leaders from government, industry, and academia, *trajectory* provides a unique blend of multimedia content on technical, strategic, educational, and human-interest matters.

***trajectory* social media cross-promotion**

trajectory Facebook, Instagram, LinkedIn, & Twitter cross-promotion to drive continued traffic and engagement.

Trihelix is the official advertising sales partner of the United States Geospatial Intelligence Foundation's *trajectory* media program.

"The Trihelix team is dedicated to helping your company communicate with the thought leaders and decision-makers of the GEOINT community; and we look forward to the opportunity to serve you!"

— Joseph Watkins, Trihelix Founder



To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or **352-213-5906**.

about *trajectory* audience

456,745 pageviews and **128,584** unique visitors
to *trajectory*magazine.com and USGIF.org
from January 1, 2022 to December 31, 2022!

audience location map

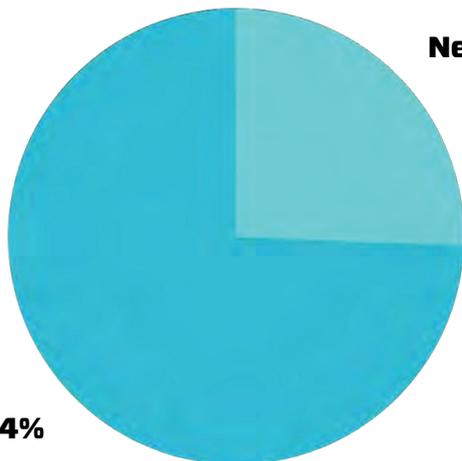


*trajectory*magazine.com is viewed in over
180 countries.



Only a **7.65%** sitewide bounce rate
on *trajectory*magazine.com!

New and Returning website visitors



New 25.6%

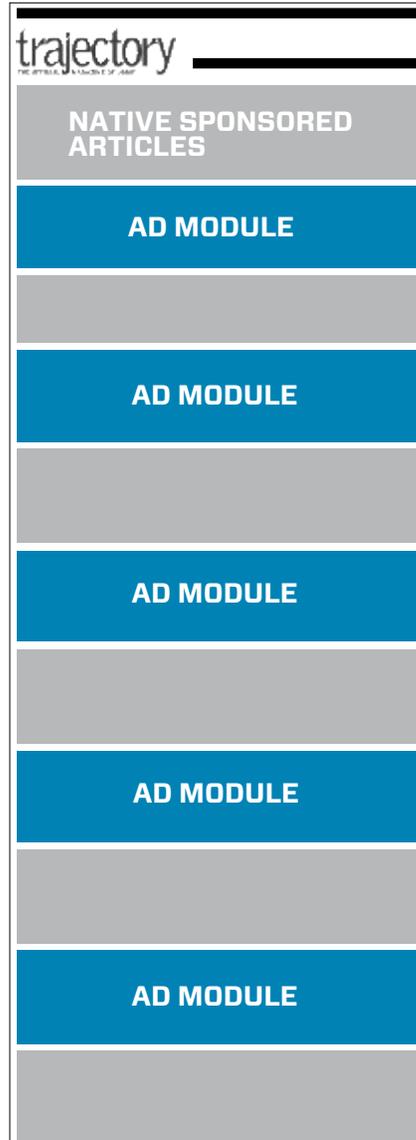
Returning 74.4%

Over **25,000** e-newsletter subscribers
6,700+ US Government/Military
(non contractor) **email recipients**

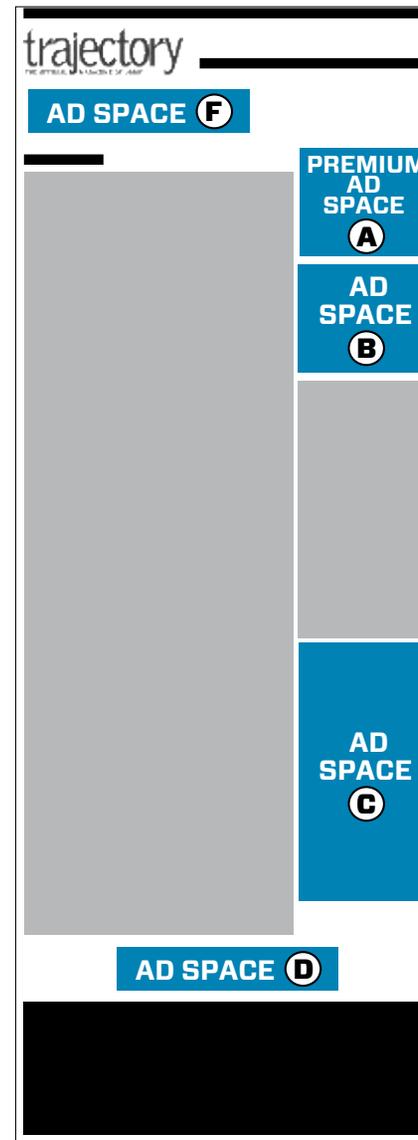


trajectory website advertising

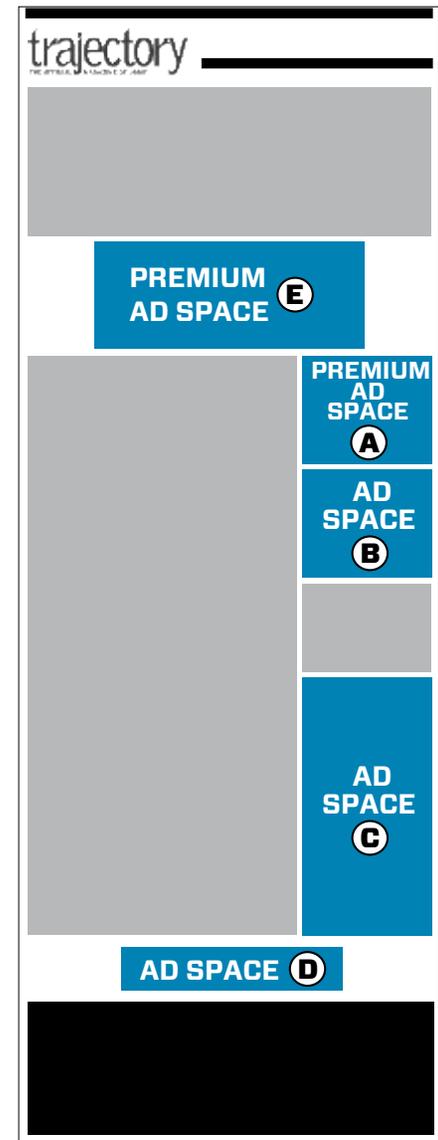
HOMEPAGE



CATEGORY / STATIC PAGE



ARTICLE PAGE



Advertising on the *trajectory* website is a great way to reach members and integrate your marketing message. This cost-effective opportunity provides year-round exposure.

All website advertising is 3-month minimum buy. Website Banner Ad material must be submitted 5 business days prior to the intended start date and is subject to approval.

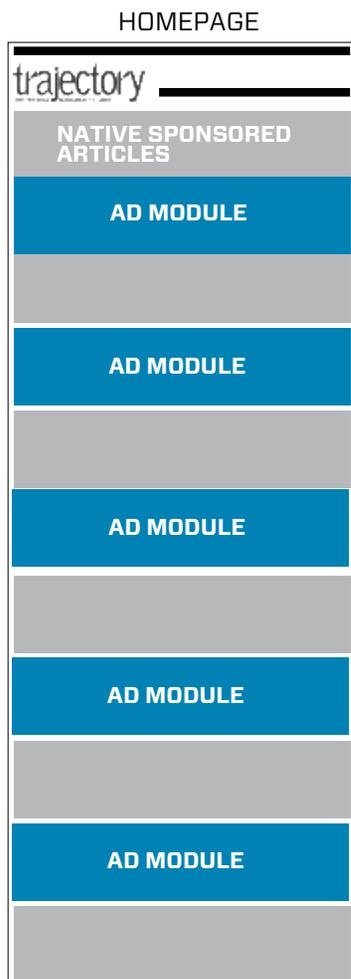
Ad Modules will transition and shift up to the next position on the 1st and 15th of each month. Ad module content can be updated every two weeks to coincide with position movement.

Native Sponsored Articles are subject to requested edits for style and standards and *trajectory* will not publish any content that directly or indirectly disparages competitor companies or organizations. We encourage content that is educational and informative for our audience.

Half Ad Modules will alternate left to right separated

trajectory homepage rates

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.



Home Page Native Opportunities	FREQUENCY			
	1x	2x	3x	4x
Native Sponsored Article (Native content within carousel and articles section)	\$10,500	\$20,790	\$29,925	\$39,900
Ad Module (limited availability per 3-month cycle)	\$6,300	\$12,390	\$17,955	\$23,940
Sponsored Article Content Production (produce by trajectory and SME co-authorship strongly encouraged)	\$10,000	\$18,000	\$25,000	\$30,000

All positions will be awarded on a first-come, first-served basis.

All frequency rates are listed as total costs.

Customization requests may result in additional charges or change fees.

trajectory social media cross-promotion

trajectory social media cross-promotion to help our advertisers get the most from their investments.

 To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or **352-213-5906**.

trajectory ad module specs

Home Page Native Opportunities

[CLICK HERE TO SEE SAMPLE HOME PAGE](#)

NATIVE SPONSORED ARTICLE (content in carousel)

Main Article Image* Size: 1700 x 600 px

Headline Text: 100 Character Max (Including Spaces)

Article Text: 5,000 Word Max

Embedded Media: images, YouTube/Vimeo videos, podcasts, webinars, datasets, maps, etc. (iframe to promote your content)

Article Links: Please provide URLs

AD MODULE

Company Logo [2 versions]: transparent .png, 72ppi resolution, v1: RGB color format, v2: white/reverse

Parallax Background Image* Size: 1700 x 1000 px

Headline Text: 75 Character Max (Including Spaces)

Description Text: 300 Character Max (Including Spaces)

Call to Action Button Text: 30 Character Max (including spaces)

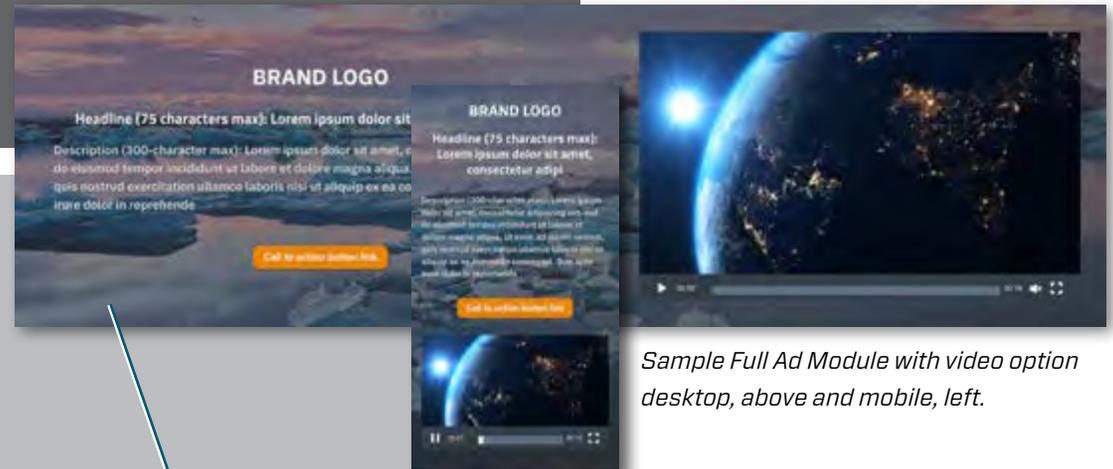
Call to Action Button Click Through Link: Please provide one URL

OPTIONAL FOR ALL AD MODULES:

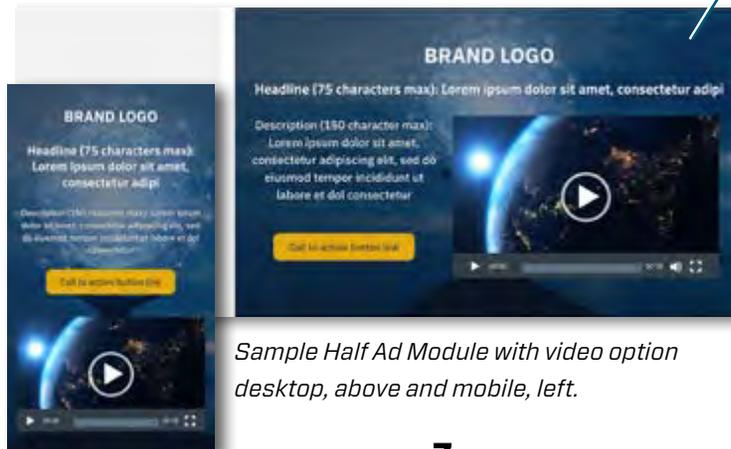
Multimedia Assets: iframes, photos, or embeded video (must provide YouTube or Vimeo link). Custom options available.

SUBMITTING FILES

Please email all ad module files and information to: Joseph.Watkins@USGIF.org.



Sample Full Ad Module with video option desktop, above and mobile, left.



Sample Half Ad Module with video option desktop, above and mobile, left.

* Background Image

Parallax effect - scrolling moves image within frame.
Only on Full Ad Modules

File format - .jpg, .png

Color - RGB or if a solid

Resolution - 72 ppi

color background is preferred, provide one color hex code.

Max file size - 2 Mb

SPONSORED ARTICLE PRODUCTION SERVICES

We write for you: *Trajectory* will work alongside your subject matter expert to produce custom content that will be published in *trajectory* and provided to you for additional publishing opportunities. **You do the writing:** You will submit an article and the *trajectory* editorial team will publish as a native article. All content is subject to terms outlined in the Publisher Approval section of the Terms and Conditions page at the end of this document.

trajectory banner ad rates

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

FREQUENCY

Ad Space	3 Months	6 Months	9 Months	12 Months
Premium Ad Space A	\$3,835	\$6,930	\$9,450	\$11,340
Premium Ad Space E (3 Rotations)	\$4,725	\$8,560	\$11,550	\$13,860
Ad Space B (3 Rotations)	\$1,735	\$3,100	\$4,200	\$5,040
Ad Space C (3 Rotations)	\$1,500	\$2,680	\$3,675	\$4,410
Ad Space D (3 Rotations)	\$2,180	\$3,835	\$5,250	\$6,300
Ad Space F (3 Rotations)	\$2,785	\$4,990	\$6,825	\$8,190

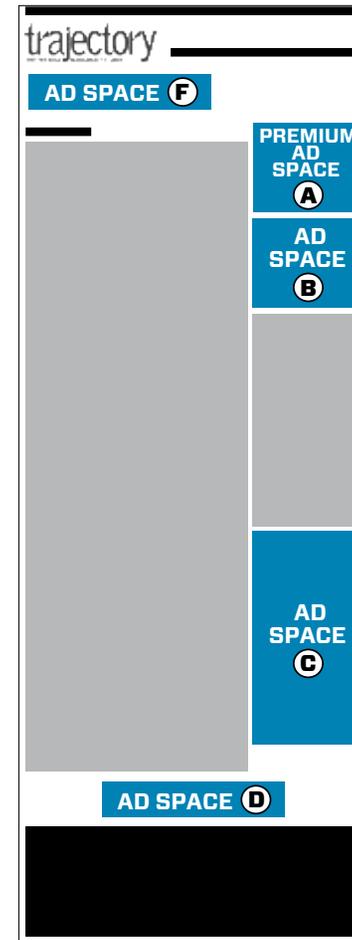
All positions will be awarded on a first-come, first-served basis.

All frequency rates are listed as total costs.

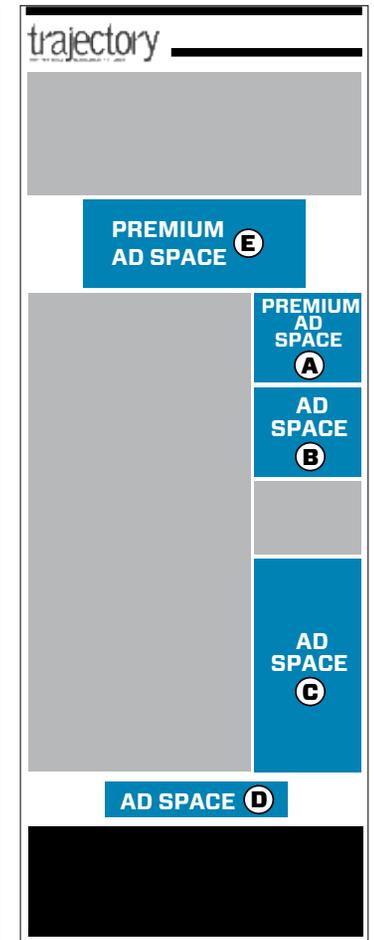
Reinforce your marketing message today!

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.

CATEGORY / STATIC PAGE



ARTICLE PAGE



trajectory sponsored content iwp

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

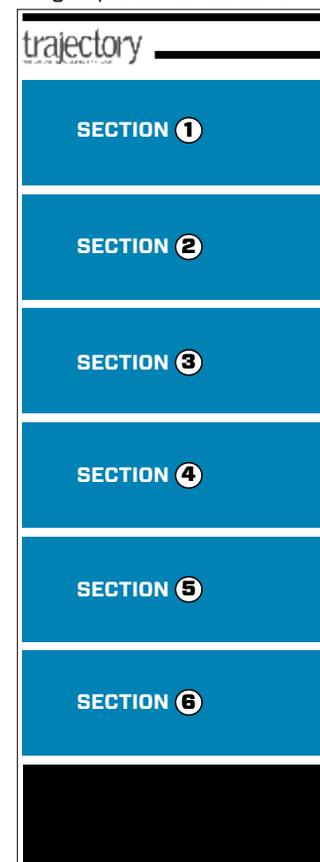
Trajectory offers a unique advertising opportunity on the website: the single advertiser Immersive Web Page (IWP). Each landing page features text animations, parallax visual effects, layered video, audio, images, and more. The Sponsored Content IWP is a multimedia adventure—a dynamic unfolding of content as a user scrolls, like breadcrumbs leading them onward to discover the next element of the story. The experience is the engagement.

Trajectory remains a formidable source of thought leadership in the GEOINT community. The Sponsored Content IWP is a sophisticated interactive advertising experience that will elevate your brand, highlighting your organization, products and industry expertise in this cutting-edge format.

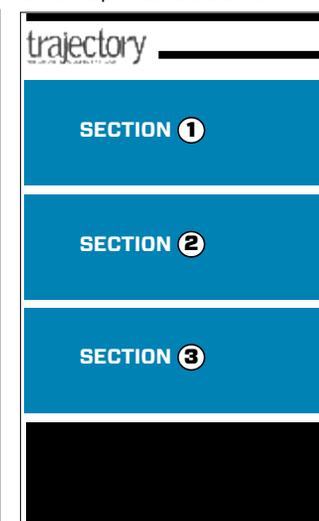
Options	Description	Cost
Large Sponsor Content IWP	Annual investment Six Sections, including 4x per year content updates	\$15,000
Small Sponsor Content IWP	Annual investment Three Sections, including 4x per year content updates	\$10,000
Small Sponsor Content IWP	Annual investment Three Sections, no updates	\$6,000

Customization requests may result in additional charges or change fees.

Large Sponsored Content IWP



Small Sponsored Content IWP



Select 1 Unit per Section
 Repetition of Units is allowed

Optional Units & Recommendations

Recommendations:
 Unit 1 in Section 1 and Unit 6 in last Section

- UNIT 1
Main Image & Overview
- UNIT 2
Brand Message
- UNIT 3
Video
- UNIT 4
Testimonial + Image Gallery
- UNIT 5
External Links
(Blogs, Products, Services, Areas of Expertise)
- UNIT 6
Inbound Marketing Contact Form

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.

trajectory sponsored articles

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

Trajectory is now offering Native Sponsored Article opportunities for our advertisers in 2023! Submit your own content or partner with the trajectory team and we'll produce a new content piece and share it with the entire USGIF community! Up to 5,000 words and can include multimedia assets (iframes, photos, and embedded YouTube or Vimeo videos. Custom options available.

Trajectory requires informative and objective content (not persuasive or overtly advertising language) and must not disparage nor mention any competitors.

All content is subject to terms outlined in the Publisher Approval section of the Terms and Conditions page at the end of this document.

Options	Description	Cost
4x Sponsored Articles	Annual investment including 4x articles, limited to one per quarter.	\$39,900
1x Sponsored Article	Annual investment including 2x articles, limited to one per quarter.	\$10,500
Content Production	Produced by Trajectory with your SME	\$10,000

Customization requests may result in additional charges or change fees.



To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.



usgif e-newsletter

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

Monthly E-Newsletter Banner



	FREQUENCY			
Placement	1 x	2x - 5x	6x - 9x	10x - 12x
Banner	\$4,905	\$4,780	\$4,675	\$4,545

Please note, all prices listed on this page are net and per month.

The USGIF E-Newsletter reaches over **25,000** GEOINT professionals every month.

E-Newsletter acceptable file format

- E-Newsletter Banner: 650 px x 80 px
- Please supply All web images in RGB color format and 72 ppi.
- Max file size: 90 kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Please supply one URL for click-through.

SUBMITTING FILES
 Please send all digital files via email to:
Joseph.Watkins@USGIF.org

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.



usgif e-newsletter

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

Monthly E-Newsletter Banner & Sponsored Content Package

Placement	FREQUENCY			
	1 x	2x - 5x	6x -9x	10x - 12x
Banner & Sponsored Content	\$8,905	\$8,780	\$8,675	\$8,545

Please note, all prices listed on this page are net and per month.

The USGIF E-Newsletter reaches over **25,000** GEOINT professionals every month.

E-Newsletter acceptable file format

- E-Newsletter Banner: 650 px x 80 px
- Please supply All web images in RGB color format and 72 ppi.
- Max file size: 90 kb
- We accept the following file types: jpg, png, gif.
- URL HTML tags OK.
- Please supply one URL for click-through.
- 150 words max and is subject to Publisher Approval section of page 12 of this document.

SUBMITTING FILES
 Please send all digital files via email to:
Joseph.Watkins@USGIF.org

 To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or **352-213-5906**.



REGISTRATION AND HOUSING OPEN FEB. 2

Call for GEOINT 2023 Symposium Lightning Talk Submissions

HOW TO APPLY Submission deadline: 5 pm ET, Feb. 10

Lightning Talks are an opportunity to inspire and educate GEOINT Symposium attendees on topics relevant to the GEOINT 2023 theme: From Maps to Metaverse. They focus on one key point—an idea, an ongoing project, a quick tip, or a demonstration. These five-minute Impromptu Hub presentations in the GEOINT Symposium Exhibit Hall let you share share valuable information and creative ideas with the community.



Call for GEOINT 2023 Symposium Training Submissions

HOW TO APPLY Submission deadline: 5 pm ET, Feb. 10

USGIF individual or organizational members and designated representatives from USGIF collegiate accredited programs may apply to present a one-hour class related to global GEOINT and national security-related topics.

The purpose of these training sessions is for geospatial intelligence subject matter experts to provide a cross-sectional, short training on competencies and/or knowledge tied to GEOINT applications, technology, policy, and tradecraft of particular interest to our community. All training sessions are learning opportunities for attendees, not commercial presentations. We will provide verified attendance with Certificates of Participation.

650 px x 80 px

Sponsored Content

Q&A with Enbal Shacham

We recently caught up with Enbal Shacham, Ph.D., a professor and associate dean of research in the college for public health and social justice at Saint Louis University and the Acting Associate Director of the Taylor Geospatial Institute, about her work, advice to students, and thoughts on the future of geospatial intelligence. [READ MORE](#)



PERSONAL FINANCE

Hybrid companies trailblaze responsive, affordable, assured small satellites for National Security Space

Hybrid companies pull together the best of both commercial and traditional aerospace industries. These companies are trailblazing the small satellite path for factually responsive space needs with faster delivery, affordable overall costs, and enhanced performance. [READ MORE](#)

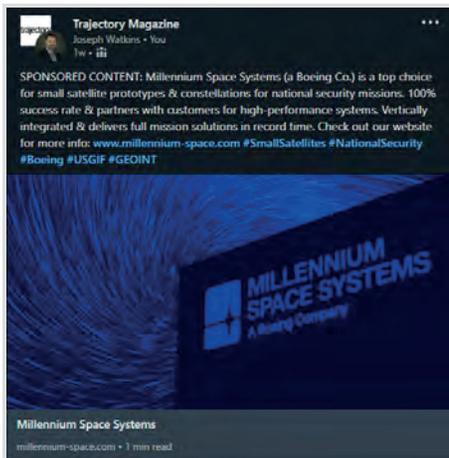
 **USGIF**

Build the Community | Advance the Tradecraft | Accelerate Innovation

1980 Dulles Technology Plaza, Suite 100, Herndon, VA 20171

trajectory social media

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.



Monthly Sponsored Social Media Package

Placement	FREQUENCY			
	1 x	2x - 5x	6x -9x	10x - 12x
Sponsored Content & Banner	\$2,095	\$1,980	\$1,875	\$1,745

Please note, all prices listed on this page are net and per month.

Social media acceptable file format

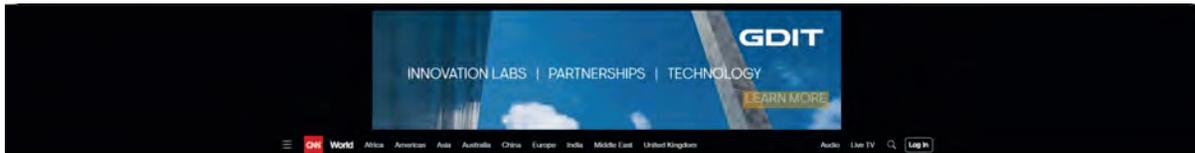
- Primary image (jpeg or png)
- 250 characters max
- Please supply one URL for click-through
- # Hashtags

SUBMITTING FILES
 Please send all digital files via email to:
Joseph.Watkins@USGIF.org.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or 352-213-5906.

trajectory behavioral advertising

TURNKEY PACKAGES THAT INCLUDE GUARANTEED IMPRESSIONS



World

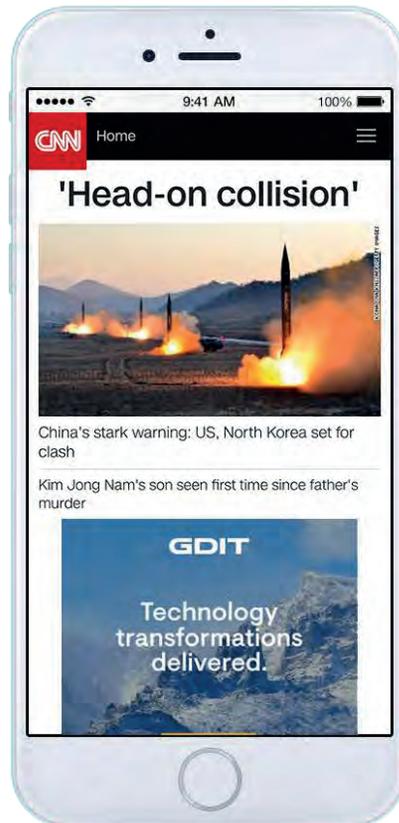
Guaranteed Impressions	Rate
75,000	\$5,000
150,000	\$7,500
200,000	\$10,000
400,000	\$15,000
800,000	\$20,000
1,000,000	\$25,000

Target any visitor to trajectorymagazine.com, geoint2023.com, and usgif.org with content specific to their interests. You can now distribute your content beyond the trajectory and USGIF websites and share unique message to visitors that have exhibited interest in a particular topic or USGIF event. Custom asset design options available.

To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or **352-213-5906**.

trajectory geoprecision advertising

TURNKEY PACKAGES THAT INCLUDE GUARANTEED IMPRESSIONS.



Guaranteed Impressions	Rate
75,000	\$5,000
150,000	\$7,500
200,000	\$10,000
400,000	\$15,000
800,000	\$20,000
1,000,000	\$25,000

Target ANY desired audience by distributing your message directly to their mobile devices. The *trajectory* GEOPrecision advertising program enables your company to reach an audience across any mobile application that serves in-app programmatic advertising.

You may visit our GEOPrecision webpage to learn how we leverage location intelligence to establish unique audiences of device IDs based on real-world behaviors. Custom asset design options available.



To advertise, contact Joseph Watkins at joseph.watkins@usgif.org or **352-213-5906**.

trajectory banner ad specs

Category and Article Pages Banner Ads

[CLICK HERE TO SEE SAMPLE ARTICLE PAGE](#)

banner ad specifications (width x height in pixels)

- Please supply all ad sizes listed per ad space.
- Please include one click-through URL.
- Please submit all website ad material 5 business days prior to the intended start date. Materials are subject to approval

Premium Ad Space A

- Desktop, Tablet & Mobile - Medium Rectangle: 300 x 250

Ad Space B (3 Rotations)

- Desktop, Tablet & Mobile - Medium Rectangle: 300 x 250

Ad Space C (3 Rotations)

- Desktop, Tablet & Mobile - Half Page: 300 x 600

Ad Space D (3 Rotations)

- Desktop & Tablet - Leaderboard: 728 x 90
- Mobile: 320 x 50

Ad Space E (3 Rotations)

- Desktop - Billboard: 970 x 250
- Tablet - Leaderboard: 728 x 90
- Mobile: 320 x 100

Ad Space F (3 Rotations)

- Desktop - Leaderboard: 728 x 90
- Tablet: 468 x 80
- Mobile: 320 x 50

SUBMITTING FILES

Please send all digital files via email to:
Joseph.Watkins@USGIF.org.

website acceptable file formats

Banner ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations. Banner ads are served using Google Ad Manager and may be blocked by some networks from view. The list of compatible browsers includes:

- Internet Explorer (IE) 7-10 (some IE7 and IE8 configurations are known to block Google ad sources)
- Chrome, Firefox, Safari
- iOS, Android, Win7 Mobile

THIRD-PARTY CREATIVE CODE: Some advertisers may be working with a third-party ad server such as Atlas or Mediaplex to serve their creatives. If an advertiser sends a piece of creative code (also known as an ad tag) that calls another ad server, we will traffic that creative as a third-party creative.

File type

.jpg, .png or .gif
.txt or .html
.js (JavaScript)

Creative type

Image
Third-party or Campaign Manager Tag
Third-party

SUPPORTED CREATIVE TYPES:

- **Image:** An image creative is based on an image file in GIF, JPG, or PNG format. Acceptable File Formats: .jpg, .png, .gif; 72 ppi resolution; RGB or indexed color format. Max file size 90kb. Must submit one click-through URL. Animated GIF files, we recommend 3 rotations, but can vary depending on advertising content.
- **Campaign Manager Tag:** Sometimes called an “internal redirect” is a creative that is hosted by Google Campaign Manager. Similar to third-party creatives, a Campaign Manager tag is used to retrieve a creative asset. However, Campaign Manager tags are not sent to the user’s browser. Instead, they are processed internally within the Google Ad Manager system.
- **JavaScript and iframe tags:** JavaScript and iframe ad tags enable rich content creatives and backup static images to be served to ad slots. JavaScript and iframe ad tags are configured using JavaScript, frames, an iframe/layer-ilyer combination, or an iframe/JavaScript combination.
- **HTML5:** Google Ad Manager can deliver HTML5. However, since an HTML5 creative should be trafficked as a third-party creative, any HTML5 code should work as long as the user’s browser can handle it, regardless of where the code is hosted, whether in Google Ad Manager or with a third-party service.
- **Custom:** A custom creative is based on custom code that’s added in the form of a snippet, either by cutting and pasting or by adding text files. Rich content must be supplied by a third party ad vendor, such as 24/7 Real Media. We haven’t established any parameters for rich media (kinds that we accept, such as video preroll or interstitial).

TRACKING PIXELS: In some scenarios, an agency, advertiser, or third party might decide to track impressions with a tracking pixel. A tracking pixel is simply code inserted into a custom or third-party creative that makes a server call and returns a transparent 1x1 image (normally a GIF file). Google Ad Manager allows for this type of tracking.

trajectory sponsored content iwp

Unit Specs

Unit 1 Main image & Overview

Main Parallax⁺ Image*: 1700px W x 1400px H
Headline: 50 Character limit
Short Description: 210 Characters limit
Call to Action Button† Text: 30 Characters limit

Unit 2 Brand Message

Company Logo [2 versions]: transparent .png, 72 ppi,
v1: RGB color format, v2: white/reverse
Headline: 50 Character limit
Brand Message Text: 330 Character limit
Call to Action Button† Text: 30 Character limit

Unit 3 Video

Headline: 50 Character limit
Text: 350 Character limit
Call to Action Button† [Under Text] Text: 30 Characters limit
Video URL: link to YouTube or Vimeo video
Call to Action Button† [Under Video] Text: 30 Characters limit
Optional Background Parallax⁺ Image*: 1700px W x 1400px H

Unit 4 Testimonial + Image Gallery

Headline: 50 Character limit
Description Text: 500 Character limit
Call to Action Button† [Under Text] Text: 30 Character limit
Provide up to 3 Gallery Images*: 1080px W x 720px H
Optional Background Parallax⁺ Image*: 1700px W x 1400px H

Unit 5 External Links (Blogs, products, services, areas of expertise)

Headline: 25 Characters limit
Up to 3 Images*: 600px W x 300px H
Up to 3 Headlines: 25 Character limit
Up to 3 Description Text: 200 Character limit
Up to 3 Call to Action Buttons† [Under Text] Text : 30 Character limit

Unit 6 Inbound Marketing Contact Form

Headline: 20 Character limit
Contact Message: 300 Character limit
Contact Fields: Company Name/Street Address/City, State, ZIP/Phone
Send Button Link: provide email address for form submission

CLICK HERE TO SEE SAMPLE
LARGE 6-SECTION SPONSORED CONTENT IWP

CLICK HERE TO SEE SAMPLE
SMALL 3-SECTION SPONSORED CONTENT IWP

⁺ Parallax effect - scrolling moves image within frame.

*IMAGE specs

File format: .jpg, .png Resolution: 72ppi
Color format: RGB Max file size: 2Mb

† Call to Action Button

Please provide only one click-through URL per button

SUBMITTING FILES



Please organize content in sequential order and send in an email to:
Joseph.Watkins@USGIF.org

TRAJECTORY TERMS AND CONDITIONS

These conditions apply to all advertisements, insertion orders, drafts, and mock-ups submitted to The United States Geospatial Intelligence Foundation (“Publisher”) for print or digital publication.

Publisher Approval

All contents of advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertising copy it deems objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, regardless of whether the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without giving cause. Publisher reserves the right to insert the word “advertisement” above any copy.

Advertiser Warranty

Advertiser and its agency assume liability for all content of advertisements published by Publisher. Advertiser and its agency warrant that: (1) it has all the necessary rights in the advertisement, including acquiring necessary intellectual property rights for the advertisement; (2) the advertisement does not violate any applicable law or regulation; and (3) the advertisement does not violate or infringe upon any third-party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person’s right of publicity, privacy, or personality, or may otherwise result in any tort, injury, damage, or harm to any person. Advertiser and its agency acknowledge that Publisher is relying on the foregoing warranties. Publisher’s liability is limited to the cost paid by the advertiser for the advertisement.

Liability

To the full extent permitted by law, Publisher is not liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits, punitive damages, or similar loss, in contract or tort or otherwise, relating to the advertisement or this agreement for any cause whatsoever. Publisher is not liable for any error in the advertisement or any failure of the advertisement to appear for any cause whatsoever.

Advertiser and its agency agree to defend, indemnify, and hold Publisher harmless against any expense or loss relating to any claims arising out of publication or breach of any Advertiser Warranty.

Advertisement Positioning and Placement

Positioning of advertisements is at the sole discretion of Publisher. Publisher does not guarantee any positioning requests.

Cancellation Policy

- Cancellations for online advertising schedules must be received in writing thirty (30) days prior to the stated materials due date.

The Advertiser and its agency are responsible for the full cost of the space reserved for any late cancellations, regardless of whether the Publisher repeats an advertisement. If an Advertiser cancels an order that has discounts in addition to available frequency rates, the Advertiser shall pay the Publisher the difference between the frequency rate and the actual rate paid for all advertisements already published under the order.

Premium Position Cancellations

All premium positions must be cancelled in writing sixty (60) days prior to the future issued ad space stated deadline.

The Publisher reserves the right to use an advertisement from a previous issue for any cancellations received after the stated deadline as outlined in the Cancellation Policy at full cost.

Payment

Payment is due in full immediately upon receipt of the invoice. Publisher reserves the right to discontinue future advertisements if Advertiser or its agency fail to pay an invoice within 30 days of issuance. Advertiser and its agency are liable for the full cost of any advertisements not printed because of non-payment. At its discretion, Publisher may charge interest at the rate of 18% per year for all invoices not paid after 30 days.

Miscellaneous

This agreement shall be governed by and construed in accordance with the laws of the State of Virginia. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of Virginia. Each advertiser and its agency consents to the jurisdiction of such courts.

Conditions other than rates are subject to change by Publisher without notice.

Publisher is not bound by any conditions other than those set forth here. Publisher is not bound by conditions printed or appearing on insertion orders or copy instructions that conflict with the provisions set forth here.

Accepted for Advertiser: _____

Date Signed: _____

Print Name: _____

Signature: _____

Please send insertion order to: Joseph Watkins at Joseph.Watkins@usgif.org.