

Advertise in ASGCT's E-Newsletter, *The Vector* and reach more than 3,000 ASGCT members!



The American Society of Gene & Cell Therapy is the primary professional membership organization for gene and cell therapy. The Society's members are scientists, physicians, and patient advocates. *The Vector* reaches members who work in universities, hospitals, government agencies, foundations, biotechnology and pharmaceutical companies. *The Vector* features the newest discoveries and clinical applications of genetic and cellular therapies, public policy insights, industry news, and updates about the Annual Meeting.

Number of Ads	Base Price	Discount	Total Discounted Price
1 Advertisement	\$1000		\$1000
2 Advertisements	\$2000	5%	\$1900
3 Advertisements	\$3000	10%	\$2700
4 Advertisements	\$4000	15%	\$3400
5 Advertisements	\$5000	20%	\$4000
6 Advertisements	\$6000	25%	\$4500

Ad Specs:

Horizontal banner ad dimensions: 640 x 213 pixels.

Ad Placement:

Issues of *The Vector* occur on the second Thursday of every month. ASGCT accepts up to four banner advertisements per issue. Placement is based on a first-come-first-served basis and is non-exclusive unless all 4 ads are purchased by the same advertiser.



The Vector Advertising Order

This agreement made on _____ between the American Society of Gene & Cell Therapy (ASGCT) and the below-named advertising company and/or advertising agency (herein after referred to as the "Advertiser") is binding to the following terms and conditions.

The advertiser agrees to purchase advertising space in *The Vector* and agrees to the terms and conditions stated below.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

URL (to be linked to via banner advertisement): _____

ASGCT does not provide click rates from The Vector or banner advertisements. Advertisers are welcome to supply tracking URLs.

Please indicate how many issues of *The Vector* you would like to advertise in:

- 1 Issue 2 Issues 3 Issues 4 Issues 5 Issues 6 Issues
 7 Issue 8 Issues 9 Issues 10 Issues 11 Issues 12 Issues

Total price _____

Full payment is due prior to publication.

Payment Information

Please make check payable to ASGCT, or provide credit card information below.

Check must be in US dollars and drawn on a US bank.

Visa MasterCard American Express

Card Number: _____ Expiration Date (Month/Year): _____

Cardholder's Name (Print): _____ Cardholder's Signature: _____

▶ Please return this order form one week prior to publication and direct any questions to Laura Otto, Development Manager at lotto@ASGCT.org

Advertising Terms and Conditions The American Society of Gene & Cell Therapy (ASGCT) is the publisher of *The Vector*. The Advertiser agrees to these terms and conditions by completing the Advertising Order.

Acceptance of Advertising All advertisements are subject to review and approval by ASGCT. ASGCT may, at its discretion, require edits or reject any advertisement submitted by the Advertiser. Advertisements that conflict or have the appearance of conflicting with ASGCT's mission are prohibited. The use of the ASGCT name and/or logo, is prohibited without prior written approval. Any reference to ASGCT in advertisements is prohibited. Promotion of services or meetings that compete directly with those offered by ASGCT is generally prohibited. ASGCT reserves the right to decline advertising for any educational course, meeting or related event if the advertised event falls 90 days before or after an event held by ASGCT. Fundraising or membership solicitation by organizations other than ASGCT is prohibited. The inclusion of an advertisement in ASGCT publications is not to be construed or publicized as an endorsement or approval by ASGCT nor may the advertiser promote that its advertising claims are approved or endorsed by ASGCT. ASGCT reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion. All matters and questions not specifically described herein are subject to the final decision of ASGCT.

Limitations of Liability ASGCT will make reasonable efforts to publish advertisements promptly and accurately. ASGCT shall not be liable for failure to publish any advertisement accepted by ASGCT. The advertiser agrees to indemnify and hold harmless ASGCT for all damages, costs, expenses of any nature including court costs and legal fees, for which ASGCT may become liable by reason of its publication of the advertiser's advertisement. ASGCT assumes no responsibility to verify statements contained in an advertisement. ASGCT does not make corrections to ad artwork. All ad artwork must be submitted in final format. ASGCT shall not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted. ASGCT is not responsible for ad placements near competing products.

Terms Net amounts are due at the time of the advertising order. A completed order form guarantees advertising rates for the period identified on the order form.

Cancellation ASGCT, at its sole discretion, reserves the right to reject requests for advertisements, cancel or not renew previously approved advertisements, at any time for any reason or no reason at all. The Advertiser may cancel an advertisement by providing notice in writing to ASGCT no less than two weeks prior to the scheduled date of publication. Any advertisements cancelled thereafter will incur the full cost of the advertisement.