

# Advertising Contract

2017/18



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Farma

## ADVERTISERS INFORMATION

FIRST-TIME ADVERTISER: Yes  No

Name of Company/Organization

Contact

Title

Address

City State/Province

Country Zip/Postal Code

Phone

Fax

E-mail address

## ADVERTISERS INFORMATION

Name of Company/Organization

Contact

Phone

Fax

E-mail address

## PAYMENT INFORMATION

PAYMENT ENCLOSED

Company stamp

Authorized Signature

Title

Date

## MATERIALS INSTRUCTION

Electronic files attached/enclosed

Electronic files sent by DROP BOX or GOOGLE DRIVE

## RESUME

GROSS COST	\$
DISCOUNTS IN %	\$
TOTAL NET DUE	\$

## MATERIALS INSTRUCTION

Please scan and email contracts to:  
sales@pgifarma.com.br

Phone: +55 11 98470 3068

Send art materials by email or  
Drop Box / Google Drive / iCloud Drive - PGIFARMA



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## STANDARD PACKAGE

### BANNER ADVERTISING

Banners displayed on [pgifarma.com.br](http://pgifarma.com.br) are designed to reach the ideal target audience with a guaranteed number of impressions at a fixed rate.

This means that your banner will stay live until it reaches that number. Each banner is tagged with a specific set of keywords to make each impression really count!

BANNER ADVERTISING - FIRST PAGE (FOR 10.000 IMPRESSIONS )		
PRODUCT	FORMAT	US\$
1- Leaderboard	728x90 pixels	500
2- Medium rectangle	300x250 pixels	500
3- Full banner	468x60 pixels	350

## PREMIUM PACKAGE

### BANNER ADVERTISING + E-MAIL MARKETING

With the premium package, not only you get to advertise your products at our front page in one of the three spaces from the previous slide, but you also have an e-Blast sent to our mail list that counts with more than 1500 high value leads.

BANNER ADVERTISING + E-BLAST		
PRODUCT	FORMAT	US\$
1- Leaderboard	728x90 pixels	750
2- Medium rectangle	300x250 pixels	750
3- Full banner	468x60 pixels	500



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## TERMS + AGREEMENTS

1. It is assumed that advertisers have read this contract and agree to its conditions without any further contract or notice.
2. PGIFARMA reserves the right to review and consider rejection of any advertising.
3. The advertiser and agency assume liability for all content, including text and illustrations of advertising published.
4. All advertising copy that might be mistaken for an article, commentary, or other non advertising material must be clearly marked "advertisement." PGIFARMA reserves the right to so mark all ad materials.
5. PGIFARMA shall be under no liability for its failure, for any cause, to insert an advertisement.
6. Charges for changes from original layout and copy will be based on current composition rates.

## CONDITIONS + POLICIES

### PREPAYMENT NEW ADVERTISERS

New advertisers must prepay for the first placement in PGIFARMA. After payment confirmation we will publish your advertising.

### CANCELLATION POLICY

Space cancellations must be received, in writing, prior to the space closing date. If space is cancelled after the deadline or not cancelled at all, or materials are received too late to be used, the advertiser will be charged for the insertion. If for any reason, an advertisement is cancelled after the closing date, the publisher reserves the right to repeat former ad at full rate. If the advertiser has not previously run an ad, advertiser will be charged for the cost of space reserved. Special contract schedules will not be cancelled. By signing this contract, the advertiser agrees to abide by these terms.

## SPECIAL POSITIONING

Orders specifying special positions will be treated as requests only and will not be binding on the publisher.

## AD MATERIAL POLICY

Advertising materials must conform to specifications set out in the 2017 Media planner.

A US\$300.00 surcharge will be added for any ad that does not meet specifications. Advertising materials will be returned upon written request.

Materials are kept for 12 months after final publication and then discarded.

## PAYMENT POLICY

PGIFARMA reserves the right not to run previously booked advertisements in the case of outstanding payments. Advertising payments are due within 30 days of publication of the issue for which advertising was booked. PGIFARMA will issue an invoice on the date of publication unless prior request was made. Advertising can be prepaid at any time.