

APSA Advertising Contract Regulations and Terms (01/01/2018):

Rates are stated per issue or opportunity. An APSA contract is required to be signed by all advertisers, either clients, members or agencies, to reserve advertising space for all publications and opportunities. Past or current advertisers in good financial standing with APSA will be billed net 30 from date of issue. New advertisers, clients, members or agencies, are required to pay in advance in order to establish credit with the Airborne Public Safety Association (APSA). A 15% discount is only offered to out-of-company advertising agencies approved by APSA, provided that payment is received within 30 days of invoice date for Air Beat only. Overdue accounts will be charged a late payment fee of 1 ½ % per month (18% annually). Corporate member rates for Air Beat are stated in the media kit. Non-members of the Association add 10% to Air Beat rates stated in media kit.

Artwork for the E-Newsletter and Website is due by the 25th of the month previous to the scheduled issue. Artwork for all other publications and opportunities are listed in the media kit or prospectus and available at www.PublicSafetyAviation.org.

Neither advertiser, advertising agency, nor its agents may cancel or change an advertisement(s) after an issue's closing date. Orders for covers and inserts may not be canceled less than thirty (30) days preceding the closing date. APSA and/or its publisher reserve the right to determine the eligibility of a company or their product or service for inclusion in APSA publications and reserve the right to restrict advertisements that are deemed questionable or objectionable by APSA. Advertisements and any renderings and/or descriptions contained therein should conform to the Public Safety Aviation Accreditation Commission's Standards for Public Safety Aviation Units. Advertisements containing renderings and/or descriptions that are contrary to these standards may be rejected. For a copy of the most current standards, visit www.APSA.org or contact the APSA executive director. If you have any questions regarding this or would like assistance prior to the development of an advertisement, contact the APSA executive director at 301-631-2406. If by the closing date the publisher has not received advertising materials that publisher, in its sole discretion, deems acceptable for publication, publisher may either repeat the advertiser's most recent advertisement that Air Beat has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved by them. CANCELLATIONS MUST BE RECEIVED IN WRITING by APSA no later than the closing date of said issue(s) as it is stated in the published rate card, media kit or prospectus. APSA assumes no liability for advertising that fails to be published as scheduled. In the event that advertiser, advertising agency, and/or its agent(s) cancels a multi-issue advertising contract after advertisements have been placed, but before the full contractual obligations have been met, APSA reserves the right to charge advertiser the full, non-discounted rate per each advertisement printed as stated in the published rate card, media kit, or prospectus.

Advertiser, advertising agency, and/or its agents assume responsibility for claims and/or testimonials made in advertisements, as well as permission to utilize names, places and/or photos within the advertisement. APSA assumes no such responsibility. Any advertisement that, in the opinion of APSA and/or publisher, may be confused with the editorial pages, must be clearly marked Advertisement at the top of the advertising copy.

Advertiser, advertising agency, or its agents shall, jointly and severally, indemnify and protect APSA and/or publisher from any loss or expense, including and without limitation, reasonable attorney's fees, resulting from claims or suits based upon the content or subject matter of such advertisements, including and without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and false advertising.

Performance pursuant to these contract regulations by either party is subject to acts of God, war, government regulation, disaster, strike, civil disorder, or other emergency making it inadvisable, illegal, or impossible to provide the advertiser/agency with the publication of contracted advertising space. It is provided that the APSA contract for advertising may be terminated without liability for any one or more of such reasons by written notice from one party to the other.

Use of the APSA logo is strictly prohibited.

The contract regulations set forth herein are final and binding except that APSA reserves the right to change or modify the policies, terms, and rates set forth herein without further notice.

The opportunity to advertise in the E-Newsletter and Website is a benefit of Corporate Membership in the Airborne Public Safety Association (APSA) and thus, advertiser must be a current Corporate Member of APSA. The opportunity to advertise in the Conference Program Guide, Air Beat Today, and on Aisle Signs, as well as supporting APSA through sponsorship is a benefit of participating in the Annual Conference and Expo and thus, each advertiser and sponsor must be a paid exhibitor at the Annual Conference and Expo.