

AMO 2018 Advertising

DocToc advertising

Circulation: 1000
 Frequency: Winter (Feb), Spring (May), Fall (Oct)
 Deadlines: Jan 22, May 14, Sept 24

Top banner (limited to 1 ad per issue)

Rate: \$750
 Inclusion: in issue and in email to members
 Size: 728 x 90 pixels

Rectangle banner

Rate: \$350
 Size: 200w x 400h pixels

Square banner

Rate: \$200
 Size: 200 x 200 pixels

Word advertisement

Rate: \$50 (40 words or less); \$1 for each additional word

Ad design

Rate: \$50 to create; \$25 for minor revisions to existing ad

AMO website advertising

Placement: amodocs.ca home page
 Size: 300w x 250h pixels

Term	Rate
1 month	\$250
3 months	\$700
6 months	\$1,400
12 months	\$2,800

Banner ad specifications

Format: .gif, .png or .jpg
 Animated gifs are permitted, flash files are not supported.

Resolution: 72 dpi

File size: maximum 60 KB

Link to your website: provide URL



Advertising policy

The AMO accepts advertisements from a variety of businesses that provide products and services of interest to AMO members.

Word ads received by AMO members will be accepted with no charge for practice opportunities or to announce a new practice or moving a practice.

The integrity and credibility of the AMO and its members shall be the overriding consideration in all advertising. It is in the best interest of both the AMO and the advertiser to ensure that the AMO remains a trusted and credible organization.

Advertising must be factually accurate, must not be misleading and must be in good taste. Advertising from organizations that manufacture or promote products or services such as tobacco, alcoholic beverages, weapons, gambling or pornography, or products that violate AMO policy are not eligible.

Disclaimer

The appearance of advertising in accordance with these policies is neither a guarantee nor an endorsement of claims made for a product or service, nor an endorsement of a manufacturer, distributor or promoter of a product or service.

The AMO shall not be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of the advertising material or information that appear, whether such obligations arise in contract, negligence, equity or statute law. No guarantee or warranty is made as to the quality, accuracy, completeness, timeliness, appropriateness or suitability of the advertising material or information provided.

The AMO reserves the right of final approval of all advertising and the right to refuse, withdraw or modify advertisements at our discretion.