



Contact Carrie Ruiz  
at (512) 873-0045 or  
cruiz@torchnet.org for  
additional information.



# TORCH Advertising Contract

## ADVERTISER INFORMATION

\*Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City/State/ZIP \_\_\_\_\_ Contact Email \_\_\_\_\_

\*Main Phone/Fax \_\_\_\_\_ \*Website \_\_\_\_\_

**\*List information EXACTLY as you wish it to appear in the magazine's advertising index.**

## 2022 TORCH ADVERTISING PRICE LIST

### RURAL MATTERS MAGAZINE – CIRCLE CHOICE

SPRING GORDON RUSSELL ISSUE	PRICE
Back Cover (BC)	\$2500
Inside Front Cover (IFC)	\$2225
Inside Back Cover (IBC)	\$2000
Full Page	\$1800
Half-Page	\$1200
Quarter-Page	\$800

We consider our magazine to be an excellent opportunity to reach our hospital/corporate members. The magazine will be published once a year and will feature the Gordon Russell Merit Award Recipient along with Spring Conference coverage and other featured articles. *Rural Matters* is distributed to over 700 readers that also includes our Texas legislators.

Other content will be covered in our new TORCH Blog added to our website that will be updated on a consistent basis with current healthcare and corporate member information such as CEO changes, new TORCH corporate members and other information that was previously covered in our magazine.

### TORCH WEBSITE – CIRCLE CHOICE

	YEAR	6 MONTHS
Homepage Static Ad	\$2000	\$1500

Ads will have a navigating link to your company's website. Ad placement start time will count when placed online after contract is received and may not fall within the calendar year.

### TORCH WEEKLY – CIRCLE CHOICE

	YEAR	SIX MONTHS
Banner	\$10000	\$6000
Top Row Ad (3 available)	\$4000	\$3000
Other Row Ad (unlimited)	\$2500	\$1500

Will send out updated information on sold ads on the top row. Ads will link to your company's website. Ad time will start when ad is placed in the Weekly and may not fall solely within the calendar year.

### TOTAL CONTRACT COSTS

Rural Matters \$ \_\_\_\_\_ TORCH Weekly \$ \_\_\_\_\_

TORCH Website \$ \_\_\_\_\_

### TOTAL PRICE

\$ \_\_\_\_\_

### BILLING INFORMATION

Execution of this Advertising Contract/Insertion Order signified assumption of legal responsibility to pay for all advertising in accordance with the Terms and Conditions stated on the back. Your date starts after the ad is received and put online, in the Website, Weekly or in the magazine.

Billing Name (AS SHOWN ON CARD)

\_\_\_\_\_

Billing Address (CITY/STATE/ZIP)

\_\_\_\_\_

Billing Email \_\_\_\_\_

Check enclosed  Invoice requested

MasterCard  VISA  AMEX  Discover

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Please fill out both pages and email to [cruiz@torchnet.org](mailto:cruiz@torchnet.org), or mail to TORCH at 3309 Forest Creek Drive, Unit 305, Round Rock, TX 78664-6168.

# TORCH Terms and Conditions for Advertising

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1. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof.
2. Conditions, other than rates, are subject to change by TORCH without notice. Proper notification will be given of any rate changes. Current contracts remain in effect until fulfilled within the selected time. Upon expiration of the current contract, rates outlined herein apply. No conditions other than those set forth in this rate card shall be binding on TORCH unless specifically agreed to in writing. TORCH will not be bound by conditions printed or appearing on order forms or copy instructions that conflicts with the provisions of these Terms and Conditions.
3. Positioning of print advertisements is at the discretion of TORCH except where a request for a specific preferred position is acknowledged by TORCH in writing.
4. Online and email ads may be posted along with one or more other ads on a rotating basis; start date of ads will not be assigned and ads will not be displayed until payment is processed; and after payment is processed an email receipt, instructions for submitting the ad and notification of the ads start date will be sent to the advertiser.
5. There is a NO CANCELLATION policy: once an ad request has been approved and the company has been notified, cancellations will NOT be accepted and prepaid fees will NOT be refunded.
6. TORCH shall have no liability for errors in the advertiser's index or ad copy typeset by the printer.
7. An additional fee of \$150 is to be charged if artwork submitted is incorrect and needing modifications.
8. TORCH reserves the right to refuse any advertisement. TORCH does not accept advertising from companies that produce or provide tobacco, alcohol or pornographic products or services (which TORCH shall have complete discretion to define), or their subsidiaries, or foundations funded by such companies whose function is to improve acceptance of such products by the public. This agreement is voidable by TORCH immediately if the advertiser fails to disclose (or conceals or misrepresents) any involvement with tobacco, alcohol or pornographic products or services. In addition, TORCH may in its complete discretion refuse or discontinue the use of any other advertising that it deems to be inappropriate.
9. TORCH shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies, without commission, as are due and payable to TORCH for advertising that the advertiser or its agency ordered and which advertising was published.
10. Truth in advertising/indemnification for liability: advertiser is solely responsible for any legal liability arising out of or relating to (1) the advertisement, and/or (2) any material to which users can link through the advertisement. Advertiser represents and warrants that the advertisement complies with TORCH advertising standards; and that it holds the necessary rights to permit the use of the advertisement by TORCH for the purpose of this agreement; and that the use, reproduction, distribution, or transmission of the advertisement will not violate any criminal laws or any rights of any third parties, including, but not limited to, such violations as infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation or any other right of any person or entity. Advertiser agrees to indemnify TORCH and to hold TORCH harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by TORCH, arising out of or related to advertiser's breach of any of the foregoing representations and warranties. Advertiser agrees to request that TORCH be listed as an additional insured on any policy issued to advertiser pursuant to which there could be coverage for any of the forms of legal liability described in this paragraph.
11. Limitation on Damages: **IN NO EVENT WILL TORCH BE LIABLE TO ADVERTISER FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT TORCH HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.**
12. Paid advertising in any of the association's publications or media does not in any way represent an endorsement of a company product or service by TORCH or its affiliates.
13. Assignment: advertiser may not assign this agreement, in whole or in part, without written consent from TORCH. Any attempt to assign this agreement without such consent will be null and void.

✓ Please initial here \_\_\_\_\_, and return both pages.

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