

PathologyOutlines.com Advertising - Terms and Conditions

Last updated 1/3/2022

1. Jobs, fellowships, conferences ads

1.1 Job ads are posted until the position is filled, up to six months from the date posted. Changes can be made within one week of the posting date. After that, we only allow changes to the contact information.

PathologyOutlines.com offers a 50% discount for renewing ads that have not yet expired (i.e. that are still posted) with minimal changes, if prepaid.

PathologyOutlines.com does not provide statistics for these ads.

Payment terms are typically net 30 days, but prepayment may be required. All sales are final.

1.2 Fellowship ads are posted for one year from the date posted. The cost includes all changes during the year, except to another type of fellowship. The standard price is for one subspecialty - each additional subspecialty is 50% of the standard price.

PathologyOutlines.com does not provide statistics for these ads.

Payment terms are typically net 30 days, but prepayment may be required. All sales are final.

1.3 Conference ads are posted until the date of conference. The price includes all changes, except to another conference or the same conference in another year.

PathologyOutlines.com does not provide statistics for these ads.

Payment terms are typically net 30 days, but prepayment may be required. All sales are final.

1.4 Ad-ons may be purchased at time of order or any time while the ad is online and live. Any E-blasts or social media posts must be used within one year of the invoice date.

2. Corporate ads (website banners, E-blasts, social media)

2.1 Website banners are posted for the period of time indicated in the invoice.

Artwork and links / javascript are expected two weeks before this period start date to allow for setup and testing. After the ad is posted, customers are responsible for advising us of any performance issues. To assure seamless continuation, reservations for banner placements should be confirmed 2 months prior to their expiration.

Artwork and links can change monthly. Banners must be in JPG, PNG or GIF format and fit the size specifications. The use of javascript is not advised to avoid recognition by ad blockers.

Geographic restrictions: PathologyOutlines.com can set up geographic restrictions for banners using Ad Butler if notified in advance although ad blocker interference is more likely with this option. Advertisers can select collateral to appear for non targeted countries or we may post a house ad.

PathologyOutlines.com provides monthly statistics using Google analytics and redirects or through AdButler. Surcharges may apply for additional testing or reporting (e.g., A/B testing). Performance statistics are provided by the 15th of the next month to allow sufficient time for data processing latency, see [here](#), and for review of data by additional staff, as necessary. Statistics represent historic figures but are not guarantees of future performance and may be affected by ad blockers, geographic restrictions and factors affecting pathologists or the Internet.

Payment or signature is required to reserve advertising placements. Payment terms are typically net 30 days, but prepayment may be required.

As our advertising inventory is limited, advertisers are responsible for paying for all purchased items and deployment dates. All sales are final.

- Until 2 weeks prior to deployment, if rebooking is requested we will accommodate requests based on availability. Rebooking 2-4 weeks prior to deployment will result in a rebooking fee of 50% of the placement cost.
- Two weeks prior to deployment, all reservations are non-adjustable and if a creative is not provided we will run a house ad in your placement.

A signed invoice serves as our contract and is typically the only document that PathologyOutlines.com reviews.

PathologyOutlines.com typically does not sign client purchase orders, insertion orders, performance reports or other documents.

2.2 E-blasts are sent out on the date indicated in the invoice. Deployment date availability is on a first come first serve basis. Payment or signature is required to reserve advertising placements. All sales are final.

PathologyOutlines.com cannot provide geographic targeting for E-blasts.

E-blast statistics (number of subscribers, open rate and click through rates (CTR) are provided through Constant Contact. Surcharges may apply for additional testing or reporting.

As our advertising inventory is limited, advertisers are responsible for paying for all purchased items and deployment dates.

- Until 2 weeks prior to deployment, if rebooking is requested we will accommodate requests based on availability. Rebooking 2-4 weeks prior to deployment will result in a rebooking fee of 50% of the placement cost.
- Two weeks prior to deployment, all reservations are non-adjustable and if a creative is not provided we will run a house ad in your placement.

Payment or signature is required to reserve advertising placements - prepayment may be required. Once done, the sale is final.

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PathologyOutlines.com typically does not sign client purchase orders, insertion orders, performance reports or other documents.

2.3 Social media ads are posted on Facebook, Instagram and Twitter - the standard price includes all three channels.

PathologyOutlines.com provides these statistics: number of followers from Facebook, Twitter and Instagram. Surcharges may apply for additional testing or reporting.

At least 14 days advance notice is required to change the date of a scheduled post.

Payment or signature is required to reserve advertising placements. All sales are final.

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