

CONTRACT ADVERTISING

PAGE-2

● Billings

All advertisers must pay in advance. Bills will be sent via U.S. Mail and are due net 30 days of invoice. Payment may also be paid by MasterCard, VISA, American Express or check over the phone.

● Frequency Discounts

Frequent advertisers benefit by entering into a full-year contract. A 10% will be given for full-year contracts.

● Electronic Media Requirements

ADVERTISING IS ACCEPTABLE IN THE FOLLOWING FORMATS

- CD, DVD or E-MAIL
- All related artwork files (eps vector images, tif, pdf & jpg only) and fonts must be included. (300dpi minimum for all tif & jpg)
- APPLICATIONS: QuarkXPress, Adobe Illustrator, Adobe Photoshop & Adobe Acrobat 5.0 (PDF 1.4).

● Art Delivery Options

Please have all art sent in the proper formats to one of the following:

- 1) Electronically to: sherrybaggett@contractco.com
(Attn: Sherry Baggett)
- 2) Via FedEx, UPS or other guaranteed delivery service to:
Contract Communications
Attn: Art Dept
3630 South Plaza Trail
Virginia Beach, VA 23452-3310
- 3) Or, you may remit art directly to the association address with your statement and payment in the provided return envelope.

Please direct all advertising inquiries to Sherry Baggett at 1-800-669-8017.

● Advertising Regulations

1. The publisher, at his discretion, may reject any advertising at any time, for any reason.
2. All advertisements are accepted and published on the premise that the company representative/advertising agency is acting as the official representative on behalf of the advertiser and that the company representative/advertising agency is authorized to publish the entire contents and subject matter of the ad. The company representative/advertising agency is responsible for obtaining the written consent to use the name, picture, and/or testimonial of any living person contained in the ad. The agency/advertiser shall, jointly and severally, indemnify and protect the publisher from any loss or expense, including and without limitation, reasonable attorneys' 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 rights or privacy, plagiarism, copyright infringement and false advertising.
3. The publisher's liability is limited in the event that an advertisement either fails to appear as scheduled or appears in a form reasonably determined by the publisher to be materially different from the form in which it was submitted and/or approved by the advertiser or the advertising agency. In either event, and at the option of the advertiser or advertising agency, the publisher shall either void the invoice or refund the amount paid for the missing or incorrect advertisement or publish the advertisement in its correct form in the next available or appropriate issue. Neither publisher nor sponsor shall suffer for any further damages of any kind, including without limitation direct, indirect, consequential or punitive damages, in the event that advertising is either published materially other than as submitted or approved or not run as scheduled.
4. Any advertisement that, in the opinion of the publisher, may be confused with editorial pages, must be clearly marked "advertisement" at the top of the advertising copy.
5. Publisher accepts advertising solely upon the condition that both the advertising agency and its client, the advertiser, are responsible for all obligations due to the publisher (including all expenses incurred by the publisher at the request of the agency or the advertiser). The signatures of the authorized representatives of the advertising agency and/or the advertising company on this contract signify that those parties affirmatively agree to their joint and several obligations hereunder. The advertiser is liable hereunder even if this contract is signed only by representatives of the advertiser and the sponsor, but not by the advertising agency. The signature of only the authorized representative of the agency on this agreement constitutes a representation and warranty that he/she has explained the foregoing to his/her client, the advertiser, and that the advertiser has authorized the agency to enter into this agreement on the advertiser's behalf. The publisher's policy is to bill the agency for media placements. If, for any reason, the agency fails to pay the publisher's statement when presented, the publisher will immediately seek and be entitled to payment from the advertiser.
6. All publisher's policies set forth in the rate card are final and binding. It will be presumed that advertisers have read this rate card and have agreed to pay the established charges and agree to its conditions without any further contact or notice.
7. The publisher reserves the right to change or modify the policies, terms and rates set forth herein without further notice.