

# advertising contract



**PAYMENT TERMS**

a. Advertisers must apply payment for first ad with contract, Mastercard and Visa accepted.

b. After 30 days, past due invoices will incur an 18 percent annual finance charge and be automatically

billed to a credit card. All delinquent accounts will pay for each future ad up front.

c. The advertiser agrees to pay all collection costs, including reasonable attorney fees.

d. Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.

e. Rates are subject to change upon notice from the publisher.

f. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

**COPY AND CONTRACT**

a. *Kearsarge Magazine* reserves the right to reject any advertisement at any time.

b. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.

c. *Kearsarge Magazine* assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which *Kearsarge Magazine* may be found legally responsible cannot exceed the cost of the space.

d. No cancellations are accepted after closing date.

e. Advertising insertion orders are accepted subject to the condition that *Kearsarge Magazine* shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond *Kearsarge Magazine's* control.

f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless *Kearsarge Magazine* against any loss, liability, damage and expense arising out of such publication.

g. *Kearsarge Magazine* reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to *Kearsarge Magazine*.

h. *Kearsarge Magazine* will provide proofs of new advertisements that required production by *Kearsarge Magazine*. *Kearsarge Magazine* is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

**COMPANY NAME** \_\_\_\_\_

**DBA NAME** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_

**PHONE/FAX** \_\_\_\_\_

**BILLING ADDRESS** \_\_\_\_\_

*Please place my advertisement in Kearsarge Magazine's*

**FALL '10**  **WINTER '10**

**SPRING '11**  **SUMMER '11**  **FALL '11**  **WINTER '11**

**NUMBER OF ISSUES** \_\_\_\_\_

**AD SIZE** \_\_\_\_\_

**AT THE RATE OF \$** \_\_\_\_\_

**DESIGN SERVICES \$** \_\_\_\_\_

**HORIZONTAL**

**PREMIUM PLACEMENT (10%) \$** \_\_\_\_\_

**VERTICAL**

**DISCOUNT (5 OR 10%) \$** \_\_\_\_\_

**COLOR**

**COST FOR FIRST AD WITH DESIGN \$** \_\_\_\_\_

**BLACK & WHITE**

**COST FOR FUTURE ADS \$** \_\_\_\_\_

Payment must be submitted with contract. MasterCard and Visa are accepted online at [www.kearsargemagazine.com/advertise](http://www.kearsargemagazine.com/advertise). Checks should be made payable to *Kearsarge Magazine* and mailed to PO Box 1482, Grantham, NH 03753. Subsequent inserts will be billed upon publication.

*On Behalf of Company:*

**SIGNED** \_\_\_\_\_

**PRINTED** \_\_\_\_\_

**NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_

Ads not paid within 30 days will be automatically charged to a credit card. An 18 percent annual finance charge will be added. **Please let us know if the billing address is different than the above company address.**

**CARD TYPE (CIRCLE ONE)**    MASTERCARD    OR    VISA

**CREDIT CARD NUMBER** \_\_\_\_\_

**EXPIRATION DATE** \_\_\_\_\_ **THREE- OR FOUR-DIGIT CODE** \_\_\_\_\_

Please fax contract to (603)863-7048. Thank you!