



Category \_\_\_\_\_

### Agreement to Purchase Display Advertising

Today's Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Issue #	Date	Size	Rate
_____	_____	_____	_____
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- 1) The Advertiser agrees to make all payments within the time period stated on the invoices. All invoices are generated on or about the date of publication of the issue in which the advertising will appear. Any monies not received by *Sidelines* within the designated time will be deemed "past due."
- 2) Pre-payment is required upon acceptance of this Contract in an amount equal to the first run rate of the advertisement.
- 3) Any balance deemed past due will accrue a 1.5% interest charge per month. Any Contract in arrears 30 days or more will result in suspension of advertising until all past due balances are brought current. If payment is not received within ten (10) days of receipt of Notice of Suspension, the Advertiser shall be considered in breach and acceleration of said Contract shall occur.
- 4) *Sidelines* reserves the right to cancel and/or terminate the Contract at its discretion if the Contract becomes past due at any time.
- 5) The Advertiser agrees to hold harmless the Publisher and/or *Sidelines* against any and all liability resulting from advertising in *Sidelines*
- 6) Advertisers shall bear sole liability for any costs incurred by *Sidelines* or any Agent thereof in the enforcement of this Contract including but not limited to Collection Agency fees and/or Attorney fees.
- 7) Any request for cancellation of this Contract must be in submitted in writing and must be agreed upon by both parties to the Contract. If a cancellation request is agreed upon, the Advertiser shall be responsible for the short-rated to earned-frequency discount. If the Advertiser has reserved a premium or preferred placement in the magazine, no cancellation shall be accepted.
- 8) Ads created / laid out by *Sidelines* are the property of the magazine and cannot be used in any other advertising media; clients may purchase ad design for use in other media.
- 9) *Sidelines* will not be held responsible for the quality of 4/c ads not accompanied by a match print, this includes ads emailed or sent in on disk. (Match prints are the only way a pressman can match colors.)
- 10) All clients must leave a credit card on file for any past due balance.

Total # Ads \_\_\_\_\_ Total Contract \$ \_\_\_\_\_

**I/We have read the foregoing instrument and agree to the terms and stipulations set forth herein and understand that this is considered a legal and binding Contract.**

Signature of Authorization: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Account Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Sales Person: **Melissa Burns** **Joyce Jones** Other \_\_\_\_\_