

ADVERTISING INSERTION ORDER

A MONTHLY PUBLICATION SERVING WEST VALLEY BUSINESSES AND OTHER COMMUNITY-BASED ORGANIZATIONS

Advertiser Name _____ Authorized Representative Placing Order _____

Street Address _____

Phone: _____ Fax: _____ E-mail: _____

I hereby agree to authorize advertising to be placed in the West Valley News publication for _____ number of insertions, per advertising and frequency rates established in the current Rate Card. Advertisements are to run per the schedule below, unless advertiser informs Crowe Marketing Design, in writing, of any changes, prior to the space reservation deadline. See reverse for additional agreement information.

Advertisement for _____

Company/Product

ISSUE(S) OF INSERTION	SPACE SIZE	FREQUENCY RATE NO. OF TIMES CONTRACTED	COST	CHAMBER DISCOUNT	COLOR CHARGES	POSITION PREMIUM CHARGE	TOTAL
Mo. Jan Year 2009							
Mo. Feb Year 2009							
Mo. Mar Year 2009							
Mo. Apr Year 2009							
Mo. May Year 2009							
Mo. June Year 2009							
Mo. July Year 2009							
Mo. Aug Year 2009							
Mo. Sept Year 2009							
Mo. Oct Year 2009							
Mo. Nov Year 2009							
Mo. Dec Year 2009							

\$ _____ Gross Rate Total

\$ _____ Typesetting/Art Production Charge

\$ _____ Applicable Tax

\$ _____ Total Cost

NO CASH DISCOUNTS. All first time advertisers must pay for first insertion in advance.

Signature _____ Title _____ Date _____

Advertising Agreement

All advertisements are accepted upon representation that the advertiser or agency is authorized to publish the entire contents of the advertisement. In consideration of publisher's acceptance of said advertisement, the advertiser/agency indemnifies and holds harmless the publisher and all employees, agents, representatives and officers from and against any loss, or expense resulting from claims or legal action based on the contents or subject matter of such advertisement, including without limitations, claims or suits for libel, violations of privacy, plagiarism, copyright infringement and unauthorized use of persons name or photograph.

CANCELLATIONS. Advertising cancellations not received, in writing, prior to the space reservation deadline, will not be accepted. Advertiser hereby agrees to be held responsible for payment of advertising space. Advertiser understands that cancellation may affect the advertising frequency discount rate.

SHORT RATE. Publisher recognizes that circumstances change and advertisers may need to change their advertising schedule, reduce the frequency of advertising, or completely withdraw from advertising. It is the policy of Crowe Marketing Design (publisher of the West Valley News) not to force contract compliance. However, advertisers who fail to fulfill the frequency terms of this contract will have their advertising rate for all their insertions "short-rated" to the nearest frequency rate, and adjustments will be made accordingly. _____

PAYMENT. Full payment is due prior to the space reservation deadline. Payment not received on time will result in the loss of all frequency discounts from that issue. A late fee of 20% will be charged on all short-rated amounts. _____

AD INSERTION POLICY. Frequency advertisers must inform Crowe Marketing Design prior to the space reservation deadline, if they intend to replace their ad, or skip the issue. Failure to do so will result in the publisher inserting the previously run advertisement. _____

COLLECTION. If publisher files suit or resorts to other remedies to collect monies owed, advertiser agrees to pay any and all costs associated with such collection efforts, including costs of publisher's time which shall be valued at \$500. Any and all discounts previously provided by publisher shall be nullified and advertiser/agent shall be held liable for payment of an amount equal to the discounts, in addition to the unpaid balance due. The contracting party to this agreement acknowledges that he/she is authorized to enter into this agreement on behalf of the advertiser and shall be held liable for payment under the terms of this agreement if advertiser fails to pay. _____

Acceptance of this contract/insertion order implies that the contracting party/advertiser has read and fully understand the terms and conditions of this agreement and agrees to adhere to said terms and conditions of this contract and the rates shown on this insertion order.

Name (print): _____ Title: _____

Company Name (print): _____

Signature: _____ Date: _____