

Advertising Contract 2011-2012

HOBE SOUND
 magazine

TEQUESTA
 magazine

JUPITER INLET
 magazine

Advertiser Information

ADVERTISER _____

CONTACT _____ TITLE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE _____

FAX NUMBER _____

E-MAIL ADDRESS _____

WEB SITE _____

TYPE OF COMPANY _____

Agency Information

AGENCY NAME _____

CONTACT _____ TITLE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

DAYTIME PHONE _____

FAX NUMBER _____

E-MAIL ADDRESS _____

WEB SITE _____

SEND BILLING TO: __ ADVERTISER __ AGENCY

We wish to advertise in the following checked issues:

Issue	Size	Rate	Position
Issue 1 - Oct. 11			
Issue 2 - Dec. 11			
Issue 3 - Feb. 12			
Issue 4 - April 12			
HS Christmas Parade Tee Shirt Promotion		\$150	
Grand Total Due\$_____			

Deadlines for Upcoming Issues

Issue	Space Reservation	Artwork Due
October	Aug. 19, 2011	Aug. 26, 2011
December	Oct. 21, 2011	Oct. 28, 2011
February	Dec. 30, 2011	Jan. 4, 2012
April	March 1, 2012	March 5, 2012

*Hobe Sound Magazine
 Tequesta Magazine
 Jupiter Inlet Magazine*

Run my ad continuously until rate changes or I notify Print Direct Advertising in writing.

Advertising Policies

Rates: Rates are based on the number of insertions during a 12-month period, from the date of the first insertion. Advertisers will be short-rated to adjust actual earned rate based on total space used in 12 months from the date of the first insertion. All advertising must be inserted within 12 months of the first insertion date to earn the 3x or 6x rate.

Rate Protection: Rate increases will be announced at least 60 days prior to taking effect. Advertisers will continue at their contract rate through the length of the contract, regardless of any rate increases during that period.

Approval: All advertising is subject to the publisher's approval and the publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Acceptance of the advertisement by the publisher shall in no way constitute endorsement by the publisher or magazine for the contents of the advertisement or the product or service advertised. Advertisements that, in the opinion of the publisher, have the look of the magazine editorial copy will be marked "Advertisement."

Ad Position: Exact position of advertisements, except premium cover positions, is at the discretion of Hobe Sound Local, and the publisher will not be bound by any condition appearing on insertion orders or copy instructions that conflicts with the provisions of this contract and/or rate card.

Materials: Written confirmation of material corrections is required by material closing date. If an advertiser fails to provide required material to meet deadlines of the issue in which space has been ordered, one of two actions will be taken:

(1) the last published advertisement available will be repeated, or
(2) if no advertisement is available, the space will be forfeited. In either case, the advertiser will be billed for the space reserved. Advertising materials will be stored for 12 months and will then be discarded unless otherwise requested by the advertiser.

Payment Policies and Terms: All new advertisers must prepay their first advertisement to establish credit. Subsequent ads may be billed, subject to credit approval. 1x advertisers must prepay with each insertion order and are required to submit a new contract for each ad. Hobe Sound Local reserves the right to require pre-payment for any advertiser with past-due advertising balances. Failure on the part of advertising agencies to pay for space ordered does not release the client company from obligation to pay for all costs contracted on their behalf. Payment terms are net 30 days. Overdue accounts will be charged a 1.5% per-month finance charge beginning on the 31st day, on any outstanding balance.

Nonpayment: Ads will not be inserted for advertisers or agencies whose accounts are more than 60 days overdue, regardless of contract term. Subsequent ads will be placed once the account is brought current.

Cancellation: All cancellations must be received in writing no later than the space closing date. After the closing date, the advertiser is responsible for 100% payment of the ad space for that issue pursuant to the contract.

Limits of Liability: The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental or consequential damages, including but not limited to loss of income or profits.

Signatures

Signature below constitutes advertiser/agency agreement to terms, conditions, and regulations specified above

NAME (print) TITLE (authorizing officer)

SIGNATURE (authorizing officer) DATE

Accepted by Print Direct Advertising sales representative

NAME (print) TITLE

SIGNATURE DATE

Payment

Total Payment Due \$_____ for _____ insertion(s)_____ (Advertiser Initials)

Please make checks payable to Print Direct Advertising, Inc. Include your invoice number in the memo line of your check. Payment must be received before issue date. A copy of your contract will be mailed to your billing address for your records.

Payment can be mailed to: **Print Direct Advertising, Inc.**
Payment Processing Dept.
8965 SE Bridge Road, Suite 204
Hobe Sound, FL 33455