

# TOWNSEND LETTER

## ADVERTISING AGREEMENT

911 Tyler Street • Port Townsend, Washington 98368-6541 USA  
360/385-6021 • Fax 360/385-0699 • advertising@townsendletter.com

### CLIENT INFORMATION

Company \_\_\_\_\_ Purchase Order # \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Ad Contact \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Person Authorized to Approve Payment \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### SPECIFICATIONS

Ad Size \_\_\_\_\_ Ad Frequency \_\_\_\_\_

Beginning Issue \_\_\_\_\_ Ending Issue \_\_\_\_\_

Amount Per Ad \_\_\_\_\_

**Prepayment is required for one-time ads, and new advertisers must prepay the first two months to reserve space. No exceptions**

Check Sent  Date \_\_\_\_\_

Visa/MC # \_\_\_\_\_ Expiration \_\_\_\_\_

We cannot accept American Express

**Please Note:** We require a Visa or MasterCard number on file which is valid for the period of time indicated by the advertising contract. We will not use the credit card unless you request its use. However, all advertising must be paid upon receipt of invoice. In the event that the advertisement is not paid upon receipt of invoice, the credit card will be charged for the advertising.

Reservation & Artwork Due Dates	
November 2009 (#316) .....	9/4/2009
December 2009 (#317) .....	10/2/2009
January 2010 (#318) .....	11/6/2009
Feb/March 2010 (#319/320).....	1/6/2010
April 2010 (#321).....	2/10/2010
May 2010 (#322).....	3/10/2010
June 2010 (#323).....	4/14/2010
July 2010 (#324).....	5/12/2010
August/Sept. 2010 (#325/326).....	7/7/2010
October 2010 (#327).....	8/11/2010
November 2010 (#328).....	9/8/2010
December 2010 (#329).....	10/6/2010
January 2011 (#330).....	11/10/2010

### TERMS OF AGREEMENT

Client agrees to meet the agreed frequency requirements and pay for ads upon receipt of invoice. If Client fails to meet the minimum insertion frequency required to qualify for the discounted rate quoted above, or if Client fails to pay for ads in full upon receipt of invoice, Client agrees that the discount shall be forfeited and Client shall pay for all current, previous, and future advertising hereunder at Publisher's uncontracted rate (the one-time rate). Any prior advertising billed at the discounted rate will be rebilled at the uncontracted rate. In addition, a late fee of \$25 and a 1.5% per month outstanding account charge shall apply if payment is not received by Publisher within 15 days of the invoice date (not the date of the magazine issue. Example: October issue billing is due at time of invoice in September, not October). Client agrees to pay Publisher's costs and attorneys' fees if collection action is instituted. Cancellations or ad changes must be made by Publisher's ad deadline or the same ad will continue to run. Ads must be pre-approved and must meet Publisher's size dimensions. Publisher has the right to refuse any order. In the event of non-payment of advertising for 90 days, accounts will be subject to 33% service fee and will be turned over to collection agency.

**NOTE TO NEW ADVERTISERS:** To reserve space in the *Townsend Letter* prepayment is required. If contracting for a one-time ad, payment is required with your reservation. If contracting for multiple ads prepayment is required for first two issues with reservation. If you prefer to pay with a check, we ask that you guarantee payment by Visa/Mastercard. Your card number will be held until payment by check is received. In the event check is not received your card will be charged. All ads require prepayment for each issue by check or Visa/MC.

#### ACKNOWLEDGEMENT AND AUTHORIZATION

The undersigned verifies the accuracy of all the information contained in this contract and authorizes any credit reporting agency or other third party to release any personal or company information concerning the undersigned's credit standing to Townsend Letter for Doctors & Patients, Inc. The advertiser agrees that TLDP, Inc. may accept a facsimile copy of this contract agreement as an original, and that facsimile copies of customer's signature will be treated as original and will be admissible as evidence of this contracted agreement or other document delivered by facsimile.

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Client Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

Signature of President/Person Authorized to Approve Payment \_\_\_\_\_

Special Instructions

Vertical lines for special instructions.