

① PALATKA DAILY NEWS
1825 ST. JOHNS AVENUE
PALATKA, FL 32177
386-312-5200
APPLICATION FOR CREDIT

② Date _____ ③ Amount of credit requested _____
 ④ Corporate Name _____
 ⑤ d/b/a _____
 ⑥ Business Location _____
 ⑦ Mailing Address _____
 ⑧ Telephone Number _____
 ⑨ Parent Company _____
 Address _____

COMPANY PROFILE

⑩ Corporation _____ Partnership _____ Proprietorship _____ Franchise _____
 ⑪ Date you started business or assumed control _____
 ⑫ Nature/type of business _____
 ⑮ Officers or principals:

Name	Title	Residence	SS#
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Name	Title	Residence	SS#
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Name	Title	Residence	SS#
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⑰ Have you previously advertised with us? _____ Under what name? _____

CREDIT REFERENCES

⑱ Media/Trade References:

Name	Street	City	State	Zip	Phone	Acct.#
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Name	Street	City	State	Zip	Phone	Acct.#
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Name	Street	City	State	Zip	Phone	Acct.#
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⑳ ADVERTISING AGENCIES: PLEASE ATTACH COPY OF INSERTION ORDER

㉑ The person signing below as or on behalf of the legal entity applying for credit from The Palatka Daily News warrants and represents for the purpose of obtaining credit from The Palatka Daily News that the complete and proper legal entity applying for credit is as stated above; that all fictitious names used or to be used by the legal entity applying for credit are all stated above; the legal entity applying for credit has complete and lawful capacity to contract; and the undersigned individual has complete lawful authority to contract on behalf of the above legal entity.

For value received, the undersigned absolutely guarantees and agrees to be personally liable to The Palatka Daily News for all sums and obligations due as a result of this application for credit for the above corporation, partnership or individual. The Palatka Daily News shall have the privilege of granting such renewals and extensions as it may deem proper without discharging this guarantee.

If more than one person executes this application for credit and guarantee, their liabilities arising therefrom shall be joint and several. The undersigned waives notice of protest with respect to the indebtedness.

It shall not be necessary to enforce this agreement against the original corporation, partnership, individual or any other joint guarantor before enforcing the guarantee against any one of the undersigned.

In the event that any obligations, as the result of the extension of credit or any contractual agreement with The Palatka Daily News are placed in the hands of an attorney for collection, the makers also promise and agree to pay in like lawful currency, all costs and charges of collection, including an attorney for collection, the makers also promise and agree to pay in like lawful currency, all costs and charges of collection, including reasonable attorney's fees.

The undersigned, by executing this Credit Application, consents and agrees that The Palatka Daily News may contact the foregoing references and financial institutions; that each of the foregoing references and financial institutions are authorized to give unto The Palatka Daily News the highest and lowest balances of the undersigned in its accounts for the past ninety days and any tendered payments or commercial paper (including checks, drafts and orders) that were not honored within this period of time.

It further shall not be necessary for any credit check to be favorable on any credit check to have been undertaken by The Palatka Daily News, the corporation, partnership or individual applying for credit before obligating the guarantor. The undersigned agrees to pay The Palatka Daily News on or before the 20th day of the month following billing, and to pay a service charge of 1 1/2%, 18% per annum on all balances not paid by the 25th of the month following billing.

Print Name _____ Print Name _____

Signed _____ Signed _____

Dated _____ Dated _____