

# 2007 advertising contract



## PAYMENT TERMS

a. Invoices are due upon receipt. Any past due invoice will be subject to an 18 percent per month finance charge on balance due.

b. New advertisers must apply payment with order.

c. Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.

d. Rates are subject to change upon notice from the publisher.

e. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

## COPY AND CONTRACT

a. *Kearsarge Magazine* reserves the right to reject any advertisement at any time.

b. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.

c. *Kearsarge Magazine* assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which *Kearsarge Magazine* may be found legally responsible cannot exceed the cost of the space.

d. No cancellations are accepted after closing date.

e. Advertising insertion orders are accepted subject to the condition that *Kearsarge Magazine* shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond *Kearsarge Magazine's* control.

f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless *Kearsarge Magazine* against any loss, liability, damage and expense arising out of such publication.

g. *Kearsarge Magazine* reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to *Kearsarge Magazine*.

h. *Kearsarge Magazine* will provide proofs of new advertisements that required production by *Kearsarge Magazine*. *Kearsarge Magazine* is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_  
\_\_\_\_\_

Please place my advertisement in *Kearsarge Magazine's*

SPRING '07  SUMMER '07  FALL '07  WINTER '07 ISSUE

SPRING '08  SUMMER '08  FALL '08  WINTER '08 ISSUE

NUMBER OF ISSUES \_\_\_\_\_

AD SIZE \_\_\_\_\_

AT THE RATE OF \$ \_\_\_\_\_

DESIGN SERVICES \$ \_\_\_\_\_

PREMIUM PLACEMENT (10%) \$ \_\_\_\_\_

TOTAL COST PER AD \$ \_\_\_\_\_

HORIZONTAL  VERTICAL  COLOR  BLACK & WHITE

## SEND AD MATERIALS TO

Mark Cookson at [advertising@kearsargemagazine.com](mailto:advertising@kearsargemagazine.com)

Files over eight megabytes must be submitted via CD or uploaded to our ftp site. Please call Mark Cookson at (603) 643-8858 for instructions.

New advertisers must apply payment with contract. Checks should be made payable to *Kearsarge Magazine* and mailed to PO Box 1482, Grantham, NH 03753

SIGNED \_\_\_\_\_

NAME \_\_\_\_\_

DATE \_\_\_\_\_

Please fax contract to (603)863-7048  
Thank you!