

# THE NAWIC IMAGE — Advertising Agreement

Insertion Order For \_\_\_\_\_

Black & White  Four Color Frequency: \_\_\_\_\_ Cost: \_\_\_\_\_

Ad size: \_\_\_\_\_ Issue Date(s) \_\_\_\_\_

**Method of Payment:**  Check  MC  Visa Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Billing Address: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

## Billing & Discounts:

- Payment in full is required for first-time advertisers prior to publication of an issue. Agency commissions are the responsibility of the advertiser and will not be paid directly by *The NAWIC IMAGE*.
- Two copies of the publication will be mailed following each ad placement.
- Advertising must be inserted within six issues of first insertion to earn frequency discounts.
- Advertiser and/or advertising agency shall at all times be jointly liable for all monies due and payable to the publisher.
- Advertisers will automatically be billed for all delinquent agency accounts.
- Insertion orders placed by an agency and/or advertiser represent acceptance of all terms and conditions in the rate sheet. We are not bound by conditions appearing on order blanks or copy instructions when such conditions conflict with these terms and conditions. Nor is NAWIC bound by conflicting contracts and orders received from advertiser or agency.

## Terms & Conditions

- *The NAWIC IMAGE* reserves the right to refuse any advertisement that may be misleading, objectionable or not in keeping with the publication's standards.
- Publishers will plainly mark as "Advertisement" any advertising designed to simulate editorial content.
- If new rates are announced, advertiser will be protected at contract rates for the period of the contract.
- Advertiser and/or advertising agency assume liability for all content including text representation and illustrations of advertisement printed and for any claims thereof made against the publisher.
- When copy changes covered by a space contract or insertion order is not received by the closing date, copy previously run will be used.
- Two or more advertisers are not permitted to use the space under the same contract.
- Frequency discounts are granted only on receipt of space contracts in advance of insertion.
- Advertisers will be short-rated if within a six-issue period they do not use the number of insertions on which their billing has been based.
- Cancellation of an insertion order or space contract must be received no later than 45 days prior to the issue. Cancellations received without the required notice will be billed for the insertion. Covers cannot be cancelled.
- All contracts must be in writing, and any changes in specifications must be received in writing prior to posting.

**Signature signifies acceptance of all terms and conditions set above.**

Authorized Signature: \_\_\_\_\_ Please PRINT name: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Accepted for *The NAWIC IMAGE* by: \_\_\_\_\_ Date: \_\_\_\_\_

**Send all insertion orders to NAWIC: 327 S. Adams St. • Fort Worth, TX 76104-1002  
(800) 552-3506 • (817) 877-5551 • Fax: (817) 877-0324 • Email: mistyo@nawic.org**