

Advertising Contract

PUBLICATION is every Wednesday; 52 weeks a year allowing for holidays.

CIRCULATION consists of 22,000 issues distributed in the Winnebago County area. Readership is estimated at 44,000 to 66,000 local area consumers.

DISTRIBUTION includes more than 2,350 drop points in Rockford, Loves Park, Machesney Park, Rockton, Beloit, Roscoe, Belvidere, South Beloit, Pecatonica, Cherry Valley, New Milford, Durand, Lake Summerset, Winnebago, Byron, Oregon, Polo, Freeport, Stillman Valley, Dixon and DeKalb, Illinois.

DEADLINE for advertising is 3 p.m. the Thursday prior to publication.

PROOFS will be provided at the client's request up to the Friday before the publication date.

CANCELLATIONS will be accepted until 5 p.m. on the Friday before publication date. Costs totaling 50 percent of ad cost will be charged for work performed and due to notice of cancellation if made after the cutoff date.

NON-PROFIT ADVERTISEMENTS will be charged the 52-week rate for licensed non-profit organizations.

POLITICAL ADVERTISEMENTS must be paid in advance and must include a disclaimer noting the individual or organization purchasing the advertising.

CLASSIFIEDS are \$6.00 for the first 10 words and 20 cents for each additional word. Payment in advance is required.

DESIGN changes requested by the client after the initial design and one proof, time intensive designs, and/or logo design will result in additional charges in increments of \$25.00 per hour.

LIABILITY for errors will not be accepted by the publisher unless a proof of the advertisement was submitted to the advertiser and is returned to the publisher with the error clearly marked on the proof sheet. Any error must be brought to the attention of the publisher within one week of publication.

PAST DUE ACCOUNTS are subject to a 2.5 percent per month late fee. To avoid late fees, all accounts must be paid in full on receipt of invoice. Past due accounts are also liable for all legal and collection fees.

THE PUBLISHER RESERVES THE RIGHT to reject any advertising or portion of advertising or other material for publication and to suspend advertising and/or cancel this contract due to past-due account balances.

QUESTIONS regarding advertising policies should be directed to your advertising representative who may be contacted at:

I will advertise for one year from date of first ad:

Frequency in the year	Issue Dates Day/mo./yr.	Price per issue	Discount price paid in advance
1x			
4x			
8x			
13x			
26x			
52x			

I understand that if I do not fulfill the terms of this contract, I will be subject to paying the balance of the full, open, one-time rate for the previous advertising that I have done for the length of the contract.

I also understand that payment for advertising ordered is due in full on receipt of invoice for publication in the issue[s] in which my advertising appears, and that I and the firm on whose behalf I order advertising will be subject to a 2.5 percent per month late fee for all late payments. I also realize that I and the firm on whose behalf I order advertising will be liable for all legal and collection fees for the past due account.

Name: _____

Signature: _____

On behalf of [business name]: _____

Accepted by: _____ Date: _____

