

# 2021 Advertising Contract



## Client Information

Advertiser/Company Name

Address City State Zip Code

Contact

Phone Email

## Advertising Information

Issue	Ad Size	Artwork	Submit by	Rate
March 1, 2021		Repeat New	Jan 18 / (*C.R. Jan 22)	
July 15, 2021		Repeat New	June 1 / (*C.R. June 4)	
September 1, 2021		Repeat New	Aug 2 / (*C.R. Aug. 6)	
November 1, 2021		Repeat New	Sept 20 / (*C.R. Sept 24)	

\*C.R. - deadline for receiving camera-ready ads

## Agreement:

A. All advertising placements with Rural Route Creations, a division of Dorran Marketing, Inc ("Missouri Hereford News") are subject to and governed by these terms and conditions. Rural Route Creations reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertisement, whether or not the same has already been acknowledged and/or previously published.

B. Advertising rates include design at no extra charge. Two design proofs will be provided by email with each advertisement purchase. If additional changes or inclusions need to be made after the second proof, the advertiser will be billed at \$50/hour.

C. The advertiser agrees to the insertion of advertising in the Missouri Hereford News at the time and for the sizes and rates stated, and agrees to pay Rural Route Creations the amounts stated as the ads are published. Payment is due upon receipt of invoice. Two percent (2%) per month interest will be charged on accounts over 30 days.

D. This contract or any portion may be canceled by the client giving notice in writing seven weeks prior to the publishing date. Prime page positions cannot be canceled.

E. The maximum liability in the event of error is limited

to the ad space rate for that issue. In such event, contract will be extended by one issue for the same advertising rate at no extra charge. Contract price will remain unaffected. Rural Route Creations assumes no responsibility for errors if the work is printed as per a proof and approved by the customer or if customer waives the right to proof.

F. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.) Placement of ads (other than prime page placements) is at the discretion of the Editor.

## Payment Options for 2021:

1. Mailed check through USPS mail
2. Enter credit card number through invoice link
3. Pay by credit card over the phone
4. Keep your credit card on file to run for each issue

## PAYMENT Incentive:

For your convenience, when booking a 4-issue contract, payment received in full by April 1 for the entire 2021 year will receive a **\$100 discount**

Do you wish to keep your credit card on file to run for each issue? If so, please fill out the credit card information:

Name on Card: \_\_\_\_\_ Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Date

Signature of Advertiser

Signature of Rural Route Creations

Please send completed contract to: Email: jocelyn@ruralroute creations.com or Mail: 30487 Hwy J • Wentworth, MO 64783