



CREDIT DEPARTMENT:  
P.O. Box 8003,  
Alton Illinois 62002

- Riverbend: 618.463.0612 • Granite City: 618.451.9872
- Edwardsville: 618.656.6397 • Facsimile: 618.463.0733

**MINIMUM ADVERTISING FREQUENCY**

Agreed Minimum Insertions for period of not more than 12 months:

26 weeks    13 weeks    6 weeks    1 week

**ADVERTISING CLIENT INFORMATION**

Business Name: \_\_\_\_\_ FEIN \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ SSN \_\_\_\_\_

Physical Address (not P.O. Box) \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

**BILLING ADDRESS (if different from above)**

Business/Agency Name: \_\_\_\_\_

Accounts Payable Name: \_\_\_\_\_

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

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

**SECURED PAYMENT INFORMATION**

By completing this section, I/we authorize Today's AdVantage to charge my credit card for payment in full:

- Pre-Pay    Weekly    Monthly    When balance ages to 90 days

Never. Instead, I have completed the Today's AdVantage Credit Application and am subject to the terms therein. (See Credit Application).

Credit Card Holder Name (as it appears on card): \_\_\_\_\_

           Credit Card Number \_\_\_\_\_ Expires \_\_\_\_\_ Vcode \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

I/We do hereby authorize Today's AdVantage to charge this credit card in a frequency as indicated above. In an effort to guarantee credit card legitimacy and accuracy, I/We grant Today's AdVantage authorization to charge \$1 processing fee to this credit card on the date this contract is processed. This \$1 will be applied to the account in the form of a credit balance toward future advertising. I/We hereby verify that the above information is true and correct. Individually and on behalf of the business, I/we grant permission for any person or consumer/credit reporting agency to furnish to you any and all information which may be requested from time to time for your business purposes. I/we agree to pay for any and all advertising under and pursuant to my/our accounts, whether ordered by me/us or any person representing himself/itself to be our agent, employee or representative. I/We agree to give 30 days prior written notice to a representative of the Today's AdVantage credit department of a change of any business ownership or credit card account and to remain obligated for any extension of credit until 30 days after said notice is received. The undersigned agrees to pay all monthly statements within 30 days of monthly statement date. In the event any account ages to more than 90 days and Today's AdVantage cannot collect, I/we agree to pay for all collection costs, including attorney's fees, regardless of whether judicial action is taken. Sales personnel are not authorized to negotiate, alter, amend or change any credit terms for payment of any past due debt or the like. All notices shall be directed to the Credit Department and addressed to the Credit Manager. Application must be completed and approved by Credit Manager before Advertising/Credit becomes effective.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Today's AdVantage Sale Rep: \_\_\_\_\_ Date: \_\_\_\_\_

Today's AdVantage Credit Manager: \_\_\_\_\_ Approved:  Yes  No   Date: \_\_\_\_\_



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**TO BE COMPLETED BY SALES REP**

Salesperson: \_\_\_\_\_

Date Submitted \_\_\_\_\_

Approval By \_\_\_\_\_ Date: \_\_\_\_\_

**APPLICATION FOR CREDIT**

Thank you for your interest in our products. Please fill out this application as completely as possible. If you have any questions while filling out this form, please call the CREDIT DEPARTMENT at (618) 463-0612. Return this completed form to your salesperson.

Corporate Name: \_\_\_\_\_ DBA: \_\_\_\_\_

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

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

Type of Business: \_\_\_\_\_ Date Est. \_\_\_\_\_

Approximate amount of credit desired: \$ \_\_\_\_\_  Monthly  Annually

This business is a  Proprietorship  Partnership  Limited Partnership  Limited Liability Company  Corporation

Incorporated in City and State of: \_\_\_\_\_

If a Corporation, would the Principle(s) Officer(s) of the Corporation be willing to execute a personal guaranty to secure credit?  Yes  No

If a Corporation, name and address of Registered Agent: \_\_\_\_\_

If an L.L.C., list members or managers of L.L.C. \_\_\_\_\_

**PRINCIPLES OF BUSINESS**

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_ SS No. \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

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

Home Phone No. \_\_\_\_\_ Home Fax No. \_\_\_\_\_ Home E-mail \_\_\_\_\_

If less than 1 year, previous address: \_\_\_\_\_

Previous Employment: \_\_\_\_\_ Years: \_\_\_\_\_

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_ SS No. \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

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

Home Phone No. \_\_\_\_\_ Home Fax No. \_\_\_\_\_ Home E-mail \_\_\_\_\_

If less than 1 year, previous address: \_\_\_\_\_

Previous Employment: \_\_\_\_\_ Years: \_\_\_\_\_

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_ SS No. \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

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

Home Phone No. \_\_\_\_\_ Home Fax No. \_\_\_\_\_ Home e-mail \_\_\_\_\_

If less than 1 year, previous address: \_\_\_\_\_

Previous Employment: \_\_\_\_\_ Years: \_\_\_\_\_

**MEDIA REFERENCES**

Media Name: \_\_\_\_\_ Account No.: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

Media Name: \_\_\_\_\_ Account No.: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

**TRADE REFERENCES**

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

Business Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

**BANK REFERENCES**

Bank Name: \_\_\_\_\_ Account No: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

Bank Name: \_\_\_\_\_ Account No: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_ E-mail \_\_\_\_\_

Dun and Bradstreet Number (if available) \_\_\_\_\_ Attach Financial Statement (if available)  Yes  No

I/We hereby verify that the above information is true and correct. Individually and on behalf of the business, I/we grant permission for any person or consumer/credit reporting agency to furnish to you any and all information which may be requested from time to time for your business purposes. I/we agree to pay for any and all advertising under and pursuant to my/our accounts, whether ordered by me/us or any person representing himself/itself to be our agent, employee or representative. I/We agree to give 30 days prior written notice to a representative of the credit department of a change of any business ownership and to remain obligated for any extension of credit until 30 days after said notice is received. The undersigned agrees to pay all monthly statements within 30 days of monthly Statement Date. In the event of delinquency of any account, I/we agree to pay for all collection costs, including attorney's fees, regardless of whether judicial action is taken. Sales personnel are not authorized to negotiate, alter, amend or change any credit terms, terms for payment of any past due debt or the like. All notices shall be directed to the Credit Department and addressed to the Credit Manager. Application must be completed and approved by Credit Department before Advertising/Credit becomes effective.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## Today's AdvAntage Advertising Terms

The advertising herein contracted shall be used exclusively for the advertising of the advertiser named above and shall not be sold, given or transferred in whole or in part to any other person, firm, corporation or organization, and shall not be used for advertising any retail name other than the one above. Contract rates will not be applicable prior to the contract being signed by the Advertiser and any agent(s) ordering space and/or receiving bills on the Advertiser's behalf. All advertisements which, in Publisher's judgment, resemble news matter will have the word "Advertisement" printed at the top in a size deemed appropriate by the Publisher. The Publisher reserves the right to revise, edit or reject any or all copy at any time and for any reason including, but not limited to, libelous or other objectionable content. Advertiser and Advertising Agency (if any) assume liability, jointly, and severally, for the form and content of all advertisements published (including text, illustrations and photographs) and also assume full responsibility for any and all claims, actions or damages arising there from. Advertiser and Advertising Agency agree, jointly and severally, to indemnify and hold Publisher harmless from all claims, actions or damages arising from or caused by publication of any advertisement placed by Advertiser, including, but not limited to claims for libel, defamation, invasion of privacy, copyright, trade mark or trade name infringement or violation, unfair business practices, or false advertising. Advertiser and Advertising Agency further agree, jointly and severally, to reimburse Publisher for all settlement of claims or satisfaction of judgements, together with all expenses incurred in connection with the defense of such claims including attorney's fees and costs of litigation. Without limiting the generality of the foregoing, Advertiser and Advertising Agency represent and warrant that any copy submitted is truthful and in compliance with all applicable laws and regulations. Any advertising submitted for publication under this contract by the Advertiser and/or his agent(s) shall constitute acceptance by the Advertiser and his agent(s), jointly and severally, of all conditions, standards, terms and policies contained in the current Rate and Information Guide of the Publisher, including the joint and several obligation to pay for advertising. All advertising shall be pre-paid unless Publisher has approved credit application submitted by the Advertiser. If credit is extended to Advertiser, payment in full is due upon receipt of monthly statement. Any advertising, placed by the Advertiser at regular rates or equivalent rates, will count toward fulfillment of this agreement. Payment is due 30 days following billing date and will be considered past due afterwards. Past due accounts will incur a 3% \_\_\_\_\_(initial) per month service charge or a minimum \$2.00. Rebates and outstanding credits may be applied to Advertiser's past due account at the discretion of Today's AdvAntage. Delinquent accounts will be subject to suspension of credit and Publisher may withhold any scheduled advertising by Advertiser until all accounts are paid in full. The advertiser agrees to accept as correct the statements of account rendered by the Publisher, both as to the amount of space and the rate billed, unless the Advertiser shall notify the Publisher within 10 days after receipt of bill that the statement is incorrect. In the event it becomes necessary for Publisher or its assignee to institute proceedings against Advertiser or Agency for collection of amounts unpaid under the terms of this agreement, Advertiser and Advertising Agency agree, jointly and severally, to pay all costs of collection including collection fees, attorney's fees and court costs. If the Advertiser earns a better rate by exceeding the frequency herein contracted the Advertiser may request a rebate toward future advertising as an adjustment in accordance with the Rate Card within 30 days after expiration of contract. If the number of insertions contracted for is not used, or is not scheduled in accordance with the frequency specified, the Advertiser agrees to pay for such space as has been used at the rate actually qualified for in accordance with the Rate Card. It is agreed that if this contract stipulates a definite minimum space to be used at specified time intervals, and the Advertiser fails to provide new copy, the Publisher may insert copy of the minimum size until new copy is furnished. In the event that any tax is imposed on newspaper advertising, the Advertiser specifically agrees that such tax or taxes shall be added to the rates set forth in the Media Kit of the Publisher. The Advertiser agrees that the Publisher may cancel this contract or reduce the amount of space or revise the rates on 30 days written notice, and if such notice is given, the advertiser may notify the Publisher to cancel this contract at the time of change without being penalized. Failure to notify Publisher of cancellation within thirty (30) days or continuation of advertising by Advertiser after the new rates go into effect will constitute acceptance by Advertiser of the new rates under all the other remaining terms of this Agreement. In the event of war, flood, fire, strike or other emergency beyond the control of the parties which prevents performance of this Agreement by either party, the Agreement shall be suspended during the period(s) either party is unable to perform and the Agreement shall be extended for a like period of time. No liability shall arise between the parties by reason of such emergency suspension except for the obligation to extend the Agreement as set forth above. It is expressly agreed that no other printer, newspaper or printed or non-printed advertising media shall have any right to reproduce or use, for any commercial purpose, by photographic offset process or any other method of direct reproduction, any part or all of any advertisement printed in Today's AdvAntage without the written consent of the Publisher. It is further understood, however, that nothing in this contract shall preclude the Advertiser from supplying to other publications similar or identical material or information for the production of advertisements by such other publications, or from suggesting the content or form of any such advertisement, so long as the work of the Publisher and its newspapers shall not be directly reproduced by photographic offset process or other method of direct reproduction. Publisher shall not be liable for any error in published advertising unless a proof of the advertisement to be published is requested in writing by the Advertiser and returned to Publisher clearly marked for corrections prior to the applicable publishing deadline established by Publisher. If an error occurs in published advertising which was properly corrected on the advertising proof, Publisher's liability for such an error shall be limited to the cost of the advertising space occupied by the error. Publisher shall not be liable for omission of an advertisement submitted for publication except that Publisher shall credit Advertiser with the value of the omitted advertising space already paid for. Any re-scheduled run of the omitted advertisement shall be at Advertiser's cost. All claims for adjustments for errors or omitted advertising must be made within thirty (30) days from the scheduled date of publication. Publisher shall not be liable for any general, special or consequential damages suffered by Advertiser due to advertising errors or omissions. Publisher's failure to insist upon strict performance of any term or provision of this contract shall not be deemed to be a waiver of Publisher's rights or remedies, or a waiver by Publisher of any subsequent default by Advertiser or his agent(s) in the performance of, or compliance, with any terms of this contract or Rate Card. The Advertiser agrees that any and all contracts heretofore made by the advertiser for retail advertising with the Publisher are hereby cancelled. This Agreement is subject to acceptance by Publisher.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Witness: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_