

Edible Finger Lakes Advertising Agreement

NAME: _____ BUSINESS: _____

BUSINESS ADDRESS: _____

PHONE: _____ E-MAIL: _____

YEAR	ISSUE	SIZE	RATE	AD PLACEMENT
Total Ad Buy				
Buy \$\$				

See Ad Rate Sheet for sizes and closing dates.

TERMS: AD SPECS: Please submit your ad in one of the following formats: 300 dpi, tiff or eps file with fonts embedded, a high resolution pdf file, or a packaged InDesign file with all fonts and links included. **CMYK files only. Please make sure your ad is the correct dimension, and is not RGB.** Just call or e-mail us prior to the ad deadline and we will be happy to answer any questions you may have.

TERMS AND CONDITIONS:

A. All contents of advertisements are subject to Edible Finger Lakes's approval. Edible Finger Lakes reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. Edible Finger Lakes reserves the right to insert the word "advertisement" above or below any copy.

B. An advertising contract can be cancelled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date. No cancellations are accepted after the space closing date. The penalty for cancellation is 25% of the per-issue ad rate stated on the contract. If a contract is cancelled before a 4-consecutive-issue contract has been completed, cancellation is subject to prorated payment of any charges previously waived or discounted, such as discounts for multiple ad insertions. Repayment of discounts, waived charges, and the penalty charge will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.

C. Positioning of advertisements is at the discretion of the Edible Finger Lakes, except where a request for a specific preferred position is acknowledged by Edible Finger Lakes in writing.

D. Edible Finger Lakes shall have no liability for errors in key numbers or advertisers' index.

E. Edible Finger Lakes shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the Edible Finger Lakes for advertising which advertiser or its agent ordered and which advertising was published.

F. Conditions other than rates are subject to change by Edible Finger Lakes without notice.

G. In the event that any amounts due the Edible Finger Lakes under this agreement are not paid in accordance to proscribed payment terms, Edible Finger Lakes reserves the right to charge interest for delayed payment of 1-1/2% per month or the maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.

H. This agreement shall be governed and constructed in accordance with the laws of the State of New York. In the event that commercial collection or legal proceedings be instituted by Edible Finger Lakes to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney's fees or collections fees of 20% of the unpaid balance plus any other court costs and changes incurred

I. **All advertisers must register a credit card to confirm reservation of ad space in the magazine. If payment is not received by the closing date of the magazine, your invoice will be processed using your card information. We will make every effort to inform you of this billing schedule and contact you prior to using your credit card information to process payment. We will not print advertising for which we have not received payment prior to the closing date. By completing the information below you authorize Edible Finger Lakes to charge your credit card for the cost of that issue's advertising if payment has not been received in our office by the closing date.**

Card Type: _____ Credit Card No: _____

Name on Card: _____ Expiration Date: _____ 3 DIGIT CODE: _____

Billing Address: _____

SIGNATURE: _____ DATE: _____

EDIBLE FINGER LAKES
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