

# ADVERTISING AGREEMENT 2007/2008

# YELLOW CAB

magazine

P.O. Box 950 Fort Lauderdale FL 33302  
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yellowcabmagazine.com

Company Name:

Contact:

Address:

City/State/Zip:

Email:

Date:

Phone:

Fax:

## THE FOLLOWING ADVERTISEMENT INSERTION IS HEREBY ORDERED

Size  Full  Half vert.  Half Horz.  Quarter  Premium Listing

Issue	Section	Rate/Month	Production	Customer Initials
1.				
2.				
3.				
4.				
5.				
6.				

THE ABOVE RATE IS FOR SPACE ONLY. ALL PRODUCTION SERVICES ARE BILLED INDEPENDENTLY OF ADVERTISING SPACE.

### Payment Type

Cash  Check # \_\_\_\_\_

Credit Card  Visa  Mastercard  American Express

Credit card # \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_

### Ad Sizes

**Full**  
4x6

**Half**  
Vert.  
1.75x5.5

**Half**  
Horz.  
3.5x5

**Quarter**  
1.75x3

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

Client's Authorized Signature \_\_\_\_\_

Signer's Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

GENERAL TERMS AND CONDITIONS: All Advertising Agreements are subject to Publisher's approval and acceptance. Acceptance of the Advertising Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Advertising Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Advertising Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement. Cancellations or changes in the Advertising Agreement are accepted only in writing to the Publisher, and must be received on or before the Advertising Closing Date for the applicable issue. Unfulfilled consecutive period contracts will be adjusted to the open rate as set forth in the Company's published rate card. Publisher will schedule, run and invoice all contracts in possession on the advertising closing date of a scheduled issue. Upon completion of this Agreement the advertiser agrees to continue advertising on a issue to issue basis until written notification is submitted to the Publisher. Advertisers are responsible for submission of advertising copy and materials by material deadlines. Publisher reserves the right to run the last insertion and bill advertiser if new materials are not submitted by deadlines. Payment for all advertising and production shall be the responsibility of the advertiser and any contracted advertising agency and shall be made in accordance with Publisher's current rate card unless duly noted in the Agreement. Payment is due and payable upon receipt of invoice. Upon credit approval, payment due within 10 days of receipt of invoice. A service charge of 1 1/2% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter. Publisher shall not be required to seek payment directly from the advertiser when the advertisement is placed by any contracted advertising agency, but may seek payment from either or both of said parties. In the event payment is not made as required and agreed to in this Agreement, the advertiser and the advertising agency shall be responsible for any and all attorney's and/or collection agency fees incurred in the collection of the debt. The advertiser and advertising agency agree to indemnify and hold harmless Publisher and any and all Publisher's publishing clients with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published. Advertiser and advertising agency also agree to indemnify and hold harmless Publisher and any and all of Publisher's publishing clients with whom Publisher may have contracted from the loss of any artwork, materials, separations, negatives and other materials submitted to Publisher for said advertisement or for raw materials submitted to Publisher for production of advertisement, such as copy and photography, and any related expense or other liability (including attorney's fees). Venue for claims or collection actions arising from this agreement shall be Broward County, Florida.