

# FINE

## MAGAZINE

770 Rancho Santa Fe Road • Olivenhain, CA 92024 • (760) 634-2103

# SPACE RESERVATION FORM

FAX TO: (760) 634-2104

This contract is executed at SAN DIEGO, California, on \_\_\_\_\_, 201\_\_ between the following:

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

BILL TO: \_\_\_\_\_

CREDIT CARD #: \_\_\_\_\_ TYPE: VISA / MC / AMEX EXP DATE: \_\_\_\_\_

### FREQUENCY RATES MUST BE RUN IN SEQUENCE

	JAN 201_	FEB 201_	MAR 201_	APR 201_	MAY 201_	JUN 201_	JUL 201_	AUG 201_	SEP 201_	OCT 201_	NOV 201_	DEC 201_
SIZE												
RATE												

Production costs: Layout \$ \_\_\_\_\_ Texting \$ \_\_\_\_\_ Photo / Other \$ \_\_\_\_\_

Special Instructions: \_\_\_\_\_

Total Costs: \_\_\_\_\_ Auto Renewal Option (Rate Lock): \_\_\_\_\_ (initial)

#### PAYMENT TERMS:

The Advertiser will pay the Publisher the above agreed-upon rate of the TOTAL COST (above) prior to the commencement of the first run advertisement.

This agreement shall continue in effect until the agreement has expired or until cancelled by either party in writing one month prior to deadline (of each month) and after the last billing payment has been paid.

If Account is 30 days overdue, the Publisher is authorized to charge the full amount due.

Credit Card Transactions will incur a 3% transaction fee.

#### FINE HOMES & LIVING MAGAZINE AGREEMENT TERMS:

The Advertiser agrees to deliver all copy with all printing material (including camera ready art, if provided), to the office of the Publisher or to the Publisher's representative, in accordance with all deadlines set by the Publisher (see reverse side).

Publisher will not guarantee special position or page for display advertising orders unless premium payment is made.

Cancellation of this agreement after a three-day grace period and before the first advertisement has been published results in a cancellation fee of half the price of the ad size reserved at the one-time rate.

Cancellations of ads to be placed on a cover have a cancellation fee of a one-time cover rate or 20% of the total signed agreement, whichever is less.

An Advertiser cannot cancel an ad after the space reservation deadline (see reverse side).

The Advertiser may cancel this agreement IF the publisher has received written notice one month prior to deadline (of each month).

The Publisher is not bound by any verbal agreement, or by any agreement not specifically stated in this agreement. Advertiser must pay all payment due, plus the short rate.

In the event the term of this agreement expires and Advertiser has failed to use the space or the number of insertions agreed upon, the Advertiser shall pay the Publisher all amounts due, plus a short rate.

A NEW Advertiser agrees prepay all advertising and production charges until credit has been established (three months).

Advertiser agrees to adhere to all the Advertising Specs and Regulations as outlined in the Ad spec sheet requirements list.

In the event of errors occurring in an advertisement, the Publisher's liability shall not exceed the cost of the space.

Credits for such cost will be allowed for the first insertion only and claims for credit must be made within the first month of the error.

All charges incurred by Advertiser are due and shall be paid upon receipt of the bill.

The Publisher reserves the right to cancel this agreement at any time, in which event, the Advertiser only pays for the advertisements placed at the rates agreed upon in this agreement.

The Employee/Representative signing this agreement guarantees that he/she and/or the Company accept the liability for payment of this contract.

COMPANY: \_\_\_\_\_

FINE MAGAZINE

PRINCIPAL: \_\_\_\_\_

BY: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_

COPY IN: \_\_\_\_\_ PROOF REQUIRED:

The printed and written provisions of this agreement contain all the terms, covenants, conditions and representations of either party, and any additions to, alterations of, or changes in this agreement, to be binding, must be in writing and executed by the parties.