

# The Catoctin Banner

7538 Friends Ln • Emmitsburg • Maryland 21727  
 301-241-9249 / alisha@thecatocinbanner.com  
 www.TheCatoctinBanner.com

## Advertising Agreement

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person \_\_\_\_\_

Person Responsible for Billing \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### Display Ad Size:

- 1/16 Page
- 1/8 Page
- 3/16 Page
- 1/4 Page
- Other Size: \_\_\_\_\_
- 3/8 Page
- 1/2 Page
- 3/4 Page
- Full Page

### I Agree to place a display ad in the following:

- 1 Issue: Month \_\_\_\_\_
  - 6 Issues (complete within 1 year, designate months below)
  - 12 Issues (12 consecutive issues)
- JAN FEB MAR APR MAY JUNE  
 JUL AUG SEP OCT NOV DEC

### Use and Restrictions of Display Advertisements created by and used in The Catoctin Banner Newspaper.

By signing below, you are agreeing to placing a display ad in The Catoctin Banner Newspaper for the selected term. When a customer agrees to purchase display advertisement space in The Catoctin Banner Newspaper, they are strictly purchasing exposure. As a courtesy, the Catcotcin Banner provides graphic design services to create the display ad to the advertising customers. If the advertiser would like to utilize a display ad design that was created by The Catoctin Banner for duplicating, advertising in a different publication, or for their own use in any other way - they may do so in the following ways:

-An advertiser may purchase the rights to their display ad design by paying for the graphic design time that it took to create the ad. Please be aware that some ad design will outweigh the initial cost of the display ad. Until the customer pays for design of the display ad, the creative license is the sole property of The Catoctin Banner.

- If an advertiser has purchased full rights to the design of their display ad, The Catoctin Banner will provide the advertiser with a pdf file that may be fully utilized by the advertiser or another publication or company. Additional costs may apply for administrative services related to preparing and emailing or transferring a file(s). Additional graphic design fees will be charged if changes must be made in the ad or ad size.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Title \_\_\_\_\_

# Monthly Default Advertisement

The Catoctin Banner reserves the right to place a generic ad in the case that you have not submitted ad changes by the specified deadline (usually the 15th of each month). Your default ad will be placed according to the specifications below...

I have approved or provided my default advertisement in cooperation with The Catoctin Banner.

Default Ad Size: \_\_\_\_\_ Approval Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

## Payment Method

If you selected 6 or 12 ads please indicate if you would like to be pre-pay for the year or be billed monthly:

Pre-pay for all ads  Bill monthly

Please indicate how you would be preferred to be billed:

- Please email invoice (with online payment option)
- Please mail invoice to billing address.
- I am providing payment information below for you to charge my card.  
If you are purchasing more than one ad, please indicate if you would like to be charged month or yearly?

Company or Organization: \_\_\_\_\_

Account Holder of CC: \_\_\_\_\_

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_\_

CVC Code: \_\_\_\_\_ (3-4 Digit Code on the back of card)

Card Issuer:  VISA  MSTR CARD  AMEX  DISC

Card Billing Address: \_\_\_\_\_

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All new advertisers are required to provide pre-payment of their first display ad in The Catoctin Banner Newspaper. For future ads, advertisers may opt to pay monthly using a card on file - or remit a check once their invoice has been received via mail or e-mail. All information will be held confidentially in store premises.

In the event that an advertiser has not submitted payment within 30 days of receiving an invoice, we reserve the right to charge late fees and may submit the account to a collections company for payment.