

SCHERTZ Magazine Advertising Contract

The undersigned ("Advertiser") agrees to advertise in the Schertz Magazine:

Business Name: _____

Contact Name: _____

Billing Address: _____

Phone: Business: _____ Mobile: _____

Proofing Email: _____

Start/Run Months: _____ **Ad Size:** _____ **Ad Price:** _____ per month

LENGTH OF CONTRACT: Check applicable box: ☐ 1 ☐ 3 ☐ 6 ☐ 12 month(s)

COPYRIGHT: Advertisement artwork is professionally created for FREE by SM. Artwork created by SM for advertiser belongs to SM. If you would like the ad to be sent to another publication there will be a \$95 fee to be paid in full before artwork is transferred. All artwork supplied by the advertiser belongs to the advertiser.

PROOFING: Logos, style guides & other pertinent information for ad must be received by (SM) before the 1st of the month prior to printing by e-mail. Print-ready ads must also be submitted by the 1st of the month prior to print. A proof will be sent to the advertiser via e-mail. Three rounds of edits will be allowed free of charge and a fee of \$120 per hour will be charged if further changes are requested. Advertiser must approve proof by 10th of the month prior to print or ad will not run.

SUPPLIED ARTWORK: Ads must fit SM ad dimensions and supplied in CMYK at a minimum of 300 dpi. Acceptable formats: .pdf, .jpg. Flattened .psd and .ai documents are acceptable, templates are available. No Microsoft Office program files (.docx, .xlsx, .pptx, .pub) will be accepted.

MONTHLY CHANGE IN AD: Ad CAN be changed monthly. All changes must be submitted by the 1st of the month prior to print.

PAYMENT: Advertisers will be billed on the 1st of the month in which their ad is scheduled to run. Payment is due within 30 days of billing.

LATE PAYMENT: A \$25 Late Fee will be applied to accounts that are 90 days past due. Accounts that are over 120 days past due will be submitted to collections.

CREDIT CARD AUTHORIZATIONS: Automatic credit card payments can be made to pay your advertising bill. Your credit card will be automatically charged on the 15th of each month, if this date should fall on a holiday or weekend, it will be the next business day. Payments will be automatically charged each month and a copy or your receipt will be emailed to your designated point of contact.

CANCELLATION OF A MONTHLY AD: Advertisers may cancel a scheduled ad for a specific month, but cancellations must be received in writing prior to the 1st of the month prior to print. Cancellations received after this deadline will not be honored, and the full payment for that month will be due. All monthly cancellations requested after the 1st will incur a \$25 cancellation fee, payable at the time of cancellation.

TERMINATION OF CONTRACT: Advertisers may request to terminate their advertising contract at any time; however, termination requests must be submitted in writing. All contract terminations are subject to a \$50 termination fee. In addition to the fee, advertisers must pay at least 50% of the total contract amount. If the advertiser has already run ads and paid an amount equal to or greater than 50% of the total contract value, no additional payment is required beyond the \$50 fee.

Schertz Magazine is published and is wholly owned by the City of Schertz. Advertiser agrees that SM has the right to reject advertising:

1. If editors determine that the advertising is inconsistent with their understanding of the community's mission, vision, objectives, values, image or the aesthetics standards of SM.
2. If advertiser fails to meet deadlines for space reservation, ad revisions & approvals or new advertising.
3. For any other reason.

Advertising space is sold on a "first-come first-served" basis. Advertiser releases Schertz Magazine from any and all loss, liability or expense occasioned by Advertiser by reason of a) any failure to publish advertising pursuant to this contract or b) from any misprinted information that may be printed in an approved ad.

The above contract provisions are agreed to on _____ (month/day/year).

Contact: _____ **Signature:** _____

Title: _____

Schertz Magazine Representative: _____ **Title:** _____