

The Post-Journal

Covering The Way You Live

www.post-journal.com

ANNUAL BULK DISPLAY ADVERTISING AGREEMENT

RATES EFFECTIVE JANUARY 1, 2010

Date _____ 20____

THE POST-JOURNAL is hereby authorized to publish a minimum of _____ column inches of display advertising for twelve (12) months beginning _____ 2010 at the prevailing rate and shall be automatically renewed for each year hereafter, unless either party gives written notice to the contrary 30 days prior to the anniversary date, or prior to a rate revision. The undersigned advertiser agrees to furnish copy; and to pay within 10 days of invoice date following invoicing at the rate set forth according to the rate table printed on this contract.

-Inches/Year	Per inch	Inches/Year	Per inch
100" -	\$20.19	1,200" -	\$18.36
200" -	\$19.67	1,800" -	\$18.23
300" -	\$19.35	2,500" -	\$18.08
500" -	\$18.95	3,500" -	\$17.90
900" -	\$18.50	7,000" -	\$17.37

THE TERMS AND CONDITIONS OF THIS CONTRACT ARE MUTUALLY UNDERSTOOD AND AGREED UPON:

THE POST-JOURNAL reserves the right to edit, reject or cancel any advertisement at any time. The undersigned advertiser agrees to furnish copy promptly for space contracted and authorizes THE POST-JOURNAL to insert last rate holder copy when new copy is not furnished.

PUBLISHER'S LIABILITY FOR ERROR:

The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or advertising credit to be used within one year.

INDEMNIFICATION:

The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

THE POST-JOURNAL will not accept cancellations or alterations by either advertiser or agency after closing date. THE POST-JOURNAL makes every effort to provide desired placement, but in no instance can this be guaranteed.

It is agreed that THE POST-JOURNAL shall not be liable for failure to print, publish or distribute all or any portion of an issue in which an advertisement accepted by the publisher is to appear if such failure is caused by circumstances beyond the control of THE POST-JOURNAL, including without limitation, acts of God, fires, lockouts, accidents, postal delays, forces majeure, inability to obtain newsprint, and acts of Government.

THE POST-JOURNAL reserves the right to cancel this contract agreement or make any rate revision upon written notice, in such event the undersigned advertiser reserves the right to cancel this contract, without adjustment charge, at any date upon which new and higher rates are made effective by THE POST-JOURNAL.

Should the advertiser not fulfill the contract volume commitment the advertiser will be billed the difference between contracted rate and the actual earned rate.

Should the undersigned advertiser discontinue advertising while the terms and conditions of this contract are in effect, open space rates shall be paid for all advertising used subsequent to the anniversary date of this contract.

Cancellation of this contract must be in writing.

Firm _____

By _____
(Signature)

(Please Print Name)

Address _____
(Street or Box)

(City) _____ (State) _____ (Zip) _____

Phone _____

Accepted for THE POST-JOURNAL