

# CELEBRITYUPDATE ADVERTISING CONTRACT

## ADVERTISERS INFORMATION

Celebrity Update Partner: Yes  No

Name of company/organization

Contact

Title

DUN's # / EIN or S.S #

Street

City State/Province

Country Zip/Postal Code

Phone Fax

E-mail address

## AGENCY INFORMATION (if applicable)

Name of company/organization

Contact

Title

DUN's # / EIN or S.S #

Street

City State/Province

Country Zip/Postal Code

Phone Fax

E-mail address

## PAYMENT INFORMATION

I, \_\_\_\_\_ agree to abide by the terms of this contract.

Authorized Signature Date

Title Full Name

## ISSUES

JAN/FEB  MAR/APR  MAY/JUNE  
 JUL/AUG  SEP/OCT  NOV/DEC

## FREQUENCY

1X  3X  6X  12X  24X  36X

## AD SIZES (Refer to media kit for advertising rates and ad sizes)

Ad Spread  1/3 page vertical  
 Full Page  Full page with bleeds  
 1/2 page (vertical & horizontal)  1/4 page vertical  
 1/3 page (square)

## COLOR

Four color  
 Black and White

## SPECIAL POSITIONING

Inside Front Cover  Inside Back Cover  
 Outside Back Cover  Other

## MATERIALS INSTRUCTION

Electronic Files attached/Enclosed  
 Electronic Files arriving under separate cover  
 Pick up materials (please specify issue)  
 Please contact me with FTP site information

Gross cost per insertion	\$
Agency discount	\$
Other	\$
Net cost per insertion	\$
<b>TOTAL NET DUE</b>	<b>\$</b>

## TERMS + AGREEMENTS

1. It is assumed that advertisers have read this contract and agree to its conditions without any further contract or notice.
2. Celebrity Update reserves the right to review and consider rejection of any advertising
3. The advertiser and agency assume liability for all content, including text and illustrations of advertising published.
4. All advertising copy that might be mistaken for an article, commentary or other non advertising material must be clearly marked "advertisement". Celebrity Update reserves the right to so mark all ad materials.

Send contracts and insertion orders to:

[sales@celebrityupdateinc.com](mailto:sales@celebrityupdateinc.com)

Send art material to:

[artdepartment@celebrityupdateinc.com](mailto:artdepartment@celebrityupdateinc.com)



5. Celebrity Update shall be under no liability to its failure, for any cause, to insert an advertisement.
6. Charges for changes from original layout and copy will be based on current composition rates.
7. Advertisers agrees to pay the highest fee for all issues covered by this contract if any payment is paid after payment date or upon advertisers cancellation of this agreement. In addition the unpaid balance of every statement is subject to a 1.0% late payment fee if not paid with 30days cancellations must be received in writing and will not be accepted after "cancellation "date.
8. Celebrity update reserves the right to delay, suspend, or terminate publication at anytime.
9. Scentstrips, samples and inserts are available upon request. Celebrity update cannot guarantee competitive separation in first 10 pages of the magazine.
10. 2% cash discount for payments within 10days of billing date. Billing net 30days only after credit rating approval and only if accompanied by valid company purchase order.
11. Advertisers and advertising agencies assume liability for all costs and content (including text, representation, illustrations, maps, labels, trademarks or other copyrighted matter) associated with advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. All advertising is subject to publisher's approval. Publisher reserves the right to reject or cancel advertising not in keeping with the publication's standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases have been obtained in materials provided to the publisher. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due and payable to the publisher. Any general contract conditions, rates or editorial content decisions are subject to change by the publisher without notice.

**CONDITIONS + POLICIES**

**PREPAY FOR NEW ADVERTISERS**

New advertisers must prepay for the first placement in *Celebrity Update* magazine. Please make a check payable to "Celebrity Update," include it with your insertion order.

**COMMISSIONS AND DISCOUNTS**

Standard commission of 15 percent on space, color, and position will be given to bona fide agencies when payment is received within 30 days of invoice date. Billing directed to the advertising agency at net rates is approved, on condition that the advertiser will accept dual responsibility for payment if the agency does not remit within 90 days. No agency commission on production, mechanical, or bind-in costs. No cash discounts.

**CANCELLATION POLICY**

Space cancellations must be received, in writing, prior to the space closing date. If space is cancelled after the deadline or not cancelled at all, or materials are received too late to be used, the advertiser will be charged for the insertion. If for any reason, an advertisement is cancelled after the closing date, the publisher reserves the right to repeat former ad at full rate. If the advertiser has not previously run an ad, advertiser will be charged for the cost of space reserved. Special contract schedules will not be cancelled. By signing this contract, the advertiser agrees to abide by these terms.

Inside advertising is non- cancellable 15 days prior to the closing date. Covers are non cancellable. Supplied inserts are non cancellable 60 days prior to the closing date.

**SHORT RATES**

Advertisers will be short-rated if, within 12 months of the date of their first insertion, they do not use the amount of space they initially reserved and upon which their billings during the year were based.

Frequency rate breaks are available at the time of the earned rate only. Proper notification will be given of any rate change.

**SPECIAL POSITION**

Orders specifying special positions will be treated as requests only and will not be binding on the publisher.

**AD MATERIAL POLICY**

Advertising materials must conform to specifications set out in the "Preparing Files" section of the *Celebrity Update* 2008 Media Planner. A \$300.00 surcharge will

be added for any ad that does not meet specifications. Advertising materials will be returned upon written request. Materials are kept for 12 months after final publication and then discarded.

Print Name:	Title
Signature:	Date
Celebrity Update Representative:	Date