



ADVERTISING AGREEMENT

Name of Customer (business or individual): _____

Name/Title (of authorized agent signing this contract): _____

Advertising Contact Person (if different): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #s: _____ Fax: _____

Email: _____ Complimentary Issue Tear Sheet Required

The business/individual listed above (herein referred to as "the customer") has contracted with the SouthWest Horse Trader to publish an advertisement in _____ issue(s). This mutual agreement entitles the customer to the frequency discount rate listed below. The customer understands that, if they do not fulfill the contract, they will be responsible for refunding the frequency discounts received. Should a prepaid advertisement specified in this contract not be published; the SouthWest Horse Trader will reimburse the customer for that advertisement.

The _____ size advertisement will begin with the _____ issue and end with the _____ issue. Payment due will be \$ _____ per issue. Special Conditions: _____

The customer agrees to provide the SouthWest Horse Trader with the camera ready artwork or digital files necessary for the advertisement by the 10th of the Month prior to publication.

The SouthWest Horse Trader will not be responsible for errors in the advertisement due to the customer's failure to proofread their ad carefully. The customer is responsible for checking their ad in every issue to prevent repeated errors (you will receive a copy of your ad monthly).

Terms: New customers must provide prepayment with their materials for the first ad. Cash, checks, and all major credit cards are accepted. After credit has been established, payments are due net 15 days (from the 10th of the month). Overdue accounts may forfeit their discounts.

By signing this agreement, customer agrees to conditions outlined on this document and in the attached document titled "Publishers Policies." _____ (Customer please initial here to confirm that you have received and reviewed our Publishers Policies.). This agreement is activated when both signatures appear below, and must be received before the deadline for the first scheduled advertisement.

SouthWest Horse Trader Authorized Agent: _____ Date: _____

Customer Authorized Agent: _____ Date: _____

PREFERRED PAYMENT METHOD: CHECK CREDIT CARD: Visa Master Card American Express

Customer Billing Name: _____

Billing Address: _____

Bill My Card: Monthly Full Contract Card Number: _____ Exp. _____

Signature: _____

