

The Lake Community Newspaper Insertion Order Advertising Agreement

Advertiser:

Contact Name _____ Company _____

Address _____

City/State/Zip _____

Phone (_____) _____ Fax (_____) _____

Email _____ Website _____

LCCN:

Contact Name: _____ Company: **Lake Community Newspapers**

Address: **901 S. Main St.**

City: **Lakeport** State: **CA** Zip: **95453**

Phone: **707 264 - 4928** Fax: **707 264-5507**

Email: **newspaper@countryair.com** Website: **www.lakecommunitynews.com**

Circle the Zone or Zones that you want to see your ad run in (see page 5 for market coverage)

<i>Zone One</i>	<i>Zone Two</i>	<i>Zone Three</i>	<i>Zone Four</i>	<i>Zone Five</i>	<i>Zone Six</i>	<i>All Zones</i>
Clerlake/LL	Lakeport	Kelseyville	North Shore	Mdtwn/HV	Cobb Mtn	

Advertiser has agreed to run _____ advertisement(s) in the publication.

Display Ad size _____ at the rate of \$ _____ per insertion.

Special pricing such as multiple insertions, promotions, additional charges, or discounts:

KEY DATES:

Total Due: _____

Due Date: _____

**Ad Submission
Cutoff:** _____

Proof Cutoff: _____

Delivery Date: _____

E-mail files/photos/logos/text etc. to: newspaper@countryair.com
Mail materials (hard copy, high resolution pictures printouts, etc) to:
LCN
901 S. Main St.
Lakeport CA 95453

Any special requests or other ad information designer should know:

Policies & Terms

All advertising accepted is subject to Custom House Publishers' approval with respect to content and appearance. The publisher is not liable for any typesetting errors following proof approval by our advertising client. The publisher is not responsible for reproduction or positioning if material is received after the advertising deadline, nor is the publisher responsible for errors and omissions in ads provided. If a mistake occurs and it is the fault of the publisher, the solution will be limited to the most appropriate of the following options: cancellation or reduction of production charges on next issue, insertion of a "make good" advertisement in the next issue, or cancellation of charges for the portion of the advertisement rendered valueless by the error.

The business advertising in this publication will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from claims or suits for defamation, violation of privacy, plagiarism, libel, and copyright infringement, as well as any other claims or suits that may arise out of the publication of such advertisements.

Multiple-placement advertisements shall be run in consecutive issues unless specified otherwise on the Agreement. If advertiser renegotiates their agreement after signing so that their display ad skips mid-contract, the contracted ads automatically move forward one issue so that they can fulfill the multiple-placement agreement.

If an ad is not received in time for inclusion, advertiser is still responsible for payment. If copy changes are not received by closing date, the advertisement from the previous issue will be inserted. In case of unfilled yearly contracts, charges will be adjusted in accordance with the rate applicable to the number of insertions actually placed.

Payment Terms: Payment in full is due before the advertisement is placed in publication.

Credit Card Information:

Name on Card: _____
Credit Card #: _____ M/C _____ Visa _____
Expiration Date: _____ 3 digit code on back _____
Today's Date: _____ Amount of Charge: _____
Initials of person taking CC Order: _____
Purpose of Charge: _____

I acknowledge that I have read and understood this ad contract and its policies and terms.

Signature of Advertiser: _____ Date _____

Advertiser Phone: _____ Advertiser Email: _____

Signature of LCN Rep: _____ Date _____