



PRINT ADVERTISING AGREEMENT

Advertiser (Please print)

Address

City State Zip

Contact Person Phone

Email

Signature of authorized person* Date

**By signing this agreement, I authorize the placement of the ad(s) scheduled in LIVING and accept the policies on the back page of this advertising agreement.*

Signature of Salesperson Date

Sales Representative

New client
 Renewal

Publication Dates

Year(s)	Issue(s)
_____	Spring (March)
_____	Summer (June)
_____	Fall (Sept.)
_____	Winter (Dec.)

Ad Size _____		Payment
Ad Headline _____		<input type="checkbox"/> Bill
Advertising Rate	Cost Per Ad \$ _____	<input type="checkbox"/> Paid - Check # _____
<input type="checkbox"/> Open Rate (1x)	Number of Ads _____	Amount \$ _____
<input type="checkbox"/> Volume Discount Rate* (4x)	Design fee _____	<input type="checkbox"/> Cash - \$ _____
	Total Cost \$ _____	<input type="checkbox"/> Trade Agreement

**Volume Discount Rate - four issues, one-year agreement. Ads must be placed in four consecutive issues. This discount is only available to individual advertisers.*

Special Instructions: _____

Email proof to: _____

Pick-up ad from issue: _____

Valley Living

INSPIRES HOPE, ENCOURAGES FAITH & BUILDS POSITIVE RELATIONSHIPS *in the home, workplace & community*

Print Advertising Agreement Policy

All ads placed in *LIVING* must have a completed print advertising agreement signed by an authorized person for the account and by the *LIVING* salesperson. *LIVING* will create ads from information supplied by advertisers, with proof approval. The publisher is not responsible for copy omissions or typographic errors. *LIVING* is not responsible for any changes made after the deadline, and any advertising cancellations must be received prior to the published advertising deadline. Ads cancelled after deadline and printed will still be billed for full value.

Acceptance & Placement Policy

LIVING reserves the right to refuse or cancel any advertisement. Requests for special page placement are given every consideration possible on a first-come, first-serve basis. However, we cannot guarantee position requests.

Advertisements formatted to appear as a news story will be labeled as "Paid Advertisement" at the top of the ad, and a box will be placed around the ad.

Advertisements created by *LIVING* are the property of Media for Living and may be published elsewhere or reproduced only with written permission from *LIVING*.

Rates & Volume Discount Contract

LIVING offers a discount rate for advertising in four issues, a one-year agreement. Ads must be placed in four consecutive issues. This discount is available to individual advertisers only. If advertising client does not fulfill four consecutive issues, then client agrees to relinquish all discounts earned and pay for all previously placed ads under the volume discount rate at the open rate.

Occasionally, *LIVING* will have special promotions or advertising opportunities for back page sponsor pages, special sections or inside sponsorship pages. *LIVING* reserves the right to sell advertising with special rates. *LIVING* evaluates and/or adjusts its advertising rates each year effective January 1.

Errors & Refunds

Ads that were incorrect due to the fault of *LIVING* and are deemed not to be worth their complete value, will be discounted after an advertising review and at the manager's discretion, and based on the portion of the ad that was incorrect.

Invoicing & Payment

LIVING billing terms are payable in 30 days from invoice date. Invoices are promptly mailed out after each issue. Our office also includes a full copy of the issue mailed with your invoice for your convenience and advertising record.

All unpaid balances at the end of this period will pay a finance charge of 1.5% per month or 18% annually. Accounts that carry a balance of over 60 days may not advertise until the outstanding balance is paid in full. If account has delinquency issues, *LIVING* may require future ads placed to be paid in advance.

Legal

The advertising client assumes full responsibility and liability for advertisements placed in *LIVING* and agrees to hold Media for Living (*Valley Living*) harmless for all ad content which advertiser authorized placement of in *LIVING*.

Valley Living is published by Media for Living, a non-profit organization in Harrisonburg, Va.

1251 Virginia Avenue • Harrisonburg VA 22802 • (540) 433-5351

Send ads to ads@valleyliving.org • valleyliving.org • info@valleyliving.org