

# ATPE News

## ADVERTISING CONTRACT

305 E. Huntland Dr. - Ste. 300  
Austin, TX - 78752-3792  
(800) 777 ATPE - (512) 467-0071  
comm@atpe.org - Fax (512) 467-2203

Advertiser \_\_\_\_\_

Client Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Agency \_\_\_\_\_

Agency Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Send invoice and tearsheets to:

Advertiser

Agency

My check is enclosed.

### CLASSIFIED AD

#### CHECK AD SIZE

- 1 block ..... \$100
- 2 blocks horizontal ..... \$200
- 2 blocks vertical ..... \$200
- 3 blocks horizontal ..... \$300
- 3 blocks vertical ..... \$300

All multi-issue contracts must be fulfilled within a 12-month period. Check issue(s) in which ad will appear:

- Spring 2012                       Fall 2012
- Summer 2012                       Winter 2012

#### CHARGES

\_\_\_\_\_ ad(s) at \$ \_\_\_\_\_ per ad = \$ \_\_\_\_\_

**Total due for contract period \$ \_\_\_\_\_**

### RETAIL AD

#### CHECK AD SIZE

- 1/4 page horizontal
- 1/2 page horizontal
- 1/2 page vertical
- full page
- back cover

All multi-issue contracts must be fulfilled within a 12-month period. Check issues(s) in which ad will appear:

- Spring 2012                       Fall 2012
- Summer 2012                       Winter 2012

#### CHARGES

\_\_\_\_\_ ad(s) at \$ \_\_\_\_\_ per ad = \$ \_\_\_\_\_

**Total due for contract period \$ \_\_\_\_\_**

Special instructions \_\_\_\_\_

### TERMS AND CONDITIONS

This contract represents cost for space only. Advertiser is liable for all costs incurred in the preparation of ads. Advertiser assumes full responsibility for all material submitted, including accuracy. Advertiser agrees to indemnify publisher against any cost, legal fees or related expenses for claims made or judgment rendered against publisher resulting from publication of ad. This includes, but is not limited to, claims for unauthorized use of photographs, names, maps, illustrations, etc.

Rates are subject to change. Publisher will honor all contract rates in effect for the duration of the contract. Effective rates and other

conditions are set out on the advertising rate sheet and control this contract. Net 30 days. Political ads must be prepaid.

All advertising is subject to the editorial board's approval. The board reserves the right to reject any advertising for any reason. Advertising will be labeled "Advertisement" and/or boxed at the discretion of the editor. Alcohol, tobacco and firearms product advertising as well as any service or product of a sexual nature will not be accepted.

### CANCELLATIONS

Cancellations will be accepted up to the insertion deadline. Back cover advertising cannot be canceled.

**I accept the foregoing terms and rates:**

\_\_\_\_\_ **Date** \_\_\_\_\_