

# CAPE FEAR Wedding<sup>®</sup>

Serving Greater Wilmington NC

QB# \_\_\_\_\_  CC  DB Date received \_\_\_\_\_

## ADVERTISING CONTRACT

See current rate card for complete rates

### Cape Fear Images, Inc.

5621 Athens Lane Wilmington, N.C. 28405  
 (910) 392-5228 (888) 755-0550 Fax (910) 313-2523  
 publisher@capefearwedding.com www.capefearwedding.com

The undersigned subscribes for advertising services as specified below.

**Display advertising:**

Date \_\_\_\_\_

**Ad size:**

- Full page  3/4 page  1/2 page  1/4 page

**Ad term:**

- Two issues (12 months).  
 One issue (6 months).

**Commencing with the edition for:**

- Summer-Fall  Winter-spring 20 \_\_\_\_\_

**Premium positions:** (full page/12-month contracts only)

- Back cover  Inside back cover  
 Inside front cover  Page 3

**Directory listing:**

Specify business categories for listing(s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Ad production:**

Full color design and layout, with two proofs.

**World Wide Web:** (free with display advertising)

- \* Ad posted online at [www.capefearwedding.com](http://www.capefearwedding.com)
- \* Live links to client's web and email addresses
- \* Password-controlled access to sales lead database
- \* Username: \_\_\_\_\_ Password: \_\_\_\_\_

**Preferred Advertiser:**

Premium listings, rotating banner ad on website

**Payment option:** (see payment schedule supplement)

- 1. Full payment on contract (10% discount)\*
- 2. Full payment net 30 days (5% discount)\*
- 3. 1/2 with contract, 1/2 on publication
- 4. Quarterly payment plan (1 year only)\*
- 5. Monthly payment plan (credit card only)\*

Installment options are subject to credit approval by publisher.

**Advertiser** \_\_\_\_\_

Business type:  Corporation  LLC

Partnership  Sole proprietor  Other \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web \_\_\_\_\_

**Advertiser contact** \_\_\_\_\_

**Advertiser signature** \_\_\_\_\_

By signing above, advertiser's representative warrants that he or she has full authority to obligate the advertiser to all terms and conditions of this contract.

**Acceptance:**

For Cape Fear Wedding \_\_\_\_\_

MAKE ALL CHECKS PAYABLE TO CAPE FEAR IMAGES, INC.

Display advertising, as indicated above: \_\_\_\_\_

Directory listing . . . . . \_\_\_\_\_

Ad production . . . . . \_\_\_\_\_

World Wide Web . . . . . \_\_\_\_\_

Other: \_\_\_\_\_

**Subtotal** . . . . . \_\_\_\_\_

\*Discount or finance charge . . . . . \_\_\_\_\_

**Total due** . . . . . \_\_\_\_\_

Down Payment Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_

Credit Card expiration date: \_\_\_\_\_

Credit Card cvv code . . . . . \_\_\_\_\_

**Balance due** . . . . . \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Terms and conditions:** Advertiser is entitled to access to referral listings database when account is current. Advertiser agrees that referral listings and database access are provided only for advertiser's own use. Any distribution or disclosure of the listings, database or any of their contents to any person other than the advertiser or its employees is prohibited.

Publisher's liability to advertiser for errors or omissions in the advertising material shall not exceed the amount of charges for the insertion of the advertisement. Upon failure or neglect of advertiser to pay as stipulated above, on receipt of statement, the entire unpaid balance shall become due and payable at once. In the event it becomes necessary to publish with advertiser's account delinquent, advertiser

expressly agrees that all monies paid will be retained by publisher and waives the right to receive display advertising, directory listings and access to referrals.

An interest charge at the rate of 1.5 percent per month accrues and is due on all past-due balances.

Should it become necessary to have an attorney or agency make demand for payment, or if any litigation or proceeding is instituted to collect on this contract, or any part thereof, the advertiser agrees to pay any reasonable attorney's fees, court costs and/or all of the costs incurred in collection.

This agreement shall be interpreted according to the laws of North Carolina. If any term or provision of this agreement shall be determined to be invalid or unenforceable, this will not impair or affect the valid-

ty or enforceability of any other provisions.

This order is subject to acceptance by publisher. Once accepted, this order may not be canceled by advertiser. The advertiser's name, address and other information as listed above constitutes protective copy, which may be run by publisher if complete ad copy is not provided by advertiser. Advertiser warrants ownership or complete authority to use materials furnished for ad production. All ads produced by publisher are the property of Cape Fear Wedding and may not be used for any other purpose or other publication without written permission by publisher.

This contract incorporates the rate card and payment schedule in effect as of the contract date. There are no other agreements other than set forth herein.