

Advertising Contract/Insertion Order

Client/Advertiser: _____
 Person/Contact: _____
 Phone/Fax: _____
 Address: _____
 City/State/Zip _____

Bill to: _____
 Person/Contact: _____
 Phone/Fax: _____
 Address: _____
 City/State/Zip _____

Agency:
 Person/Contact: _____
 Phone/Fax: _____
 Address: _____
 City/State/Zip: _____

Beginning Issue Date: _____

Additional issues: _____

Frequency: _____ Position requested: _____ Space size (Circle): FULL PAGE 1/2 PAGE

Gross space rate per issue: \$ _____

Other \$ _____

Gross Total: \$ _____

Additional remarks, terms, or notes:

Date: _____

Accepted for publication (sign above, type or print below)

Accepted for advertiser (sign above; type or print below)

ADVERTISING RATES

Size	Rate
Full Page Ad	Color — \$250; black and white — \$125
1/2- page Ad	Color — \$125; black and white — \$75
Back Cover Ad	Color — \$500

AD DIMENSIONS (in inches)

Full Page	7.5 x 9.5
One Half Page	7.5 x 4.625

MAILING INSTRUCTIONS

All editorial and production material and all production inquiries should be sent to: **ProService Magazine**, 3000-A Landers St., Fort Worth TX 76107; 817-921-9061; Fax 817.921.3741.

If a copy of any new ad, or indication of a repeat ad, is not received by the editor, the advertiser will be responsible for space charges whether or not the correct ad is run.

PUBLISHER'S CONDITIONS

No conditions, printed or otherwise, appearing on the space order, billing or copy instructions that conflict with these publisher's stated policies and those on the current ratecard will be binding on the publisher unless specifically agreed to in writing by the publisher's representative.

Failure to make the order correspond in price or otherwise to the currently valid rate schedule is regarded only as a clerical error and publication will be made and charged for upon the terms of the schedule in force without further notice.

OVERSIZED ADS

The publisher reserves the right to limit the size of space to be occupied by an advertisement. Any oversized ad received (with any dimension exceeding the specifications of the designated size) may be mechanically or photographically reduced by the publisher without notice.

MISSING AD COPY

Whenever advertising copy or change of copy covered by an uncanceled insertion order has not been received, for any reason, by the printer on the scheduled closing date for materials, the publisher will fill the reserved space with (a) copy from a previously run ad, (b) copy or an acknowledgement produced by the publisher on behalf of the advertiser, or (c) house ads available to the publisher that fit the reserved space. In such instances, the advertiser will remain responsible for the agreed-upon space and for any additional production expenses.

COMMISSIONS AND DISCOUNTS

15% discount allowed to advertisers who purchase ads in ProService Magazine, ProService Directory & Yearbook, and NPSC Convention Guide — all in the same calendar year. Discount is only allowed if paid at time insertion order is sent. ***No discounts or commissions allowed after 60 days.*** 60 days and over, add 1-1/2% per month or fraction for carrying and handling charges.

REJECTIONS AND CANCELLATIONS

Neither the advertiser nor its agency may cancel any advertising after the closing date of the magazine. The publisher may reject any advertising for any cause and may cancel any advertisement received at any time.

Contracts may be discontinued by either party on 30 days written notice. Advertisers and advertising agencies assume liability for all content, including text, illustrations and representation of advertisements printed, and also assume liability for any claims arising therefrom against the publisher.

Approximate Advertising Deadlines — Materials Due By:

January 15 for the February Issue

March 15 for the April Issue

May 15 for the June Issue

August 1 for the August Issue

September 15 for the October Issue

November 15 for the December Issue