

Date: \_\_\_\_\_

# Victoria

MAGAZINE

**Advertising Rate Agreement**

New  Renewal

Phone: 250-888-2988 • Fax: 250-483-1593

Effective September 18, 2005

Category \_\_\_\_\_

Advertiser \_\_\_\_\_ Corporate Name \_\_\_\_\_

Address \_\_\_\_\_ Email address \_\_\_\_\_ @ \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Tel (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Advertising Agency \_\_\_\_\_ Tel (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Issue	Year	Size/ Shape	Space Deadline	Rate per Insertion	Position/ Special Section	Special Charges (Bleed, position)
Spring	2006		April 1	\$		
Fall	2006		August 1	\$		
Winter	2007		Nov. 1	\$		
Spring	2007		Feb. 1	\$		

## ■ TERMS AND CONDITIONS

- FIRST-TIME ADVERTISERS MUST ESTABLISH CREDIT FOR FUTURE ADVERTISING AND SUBMIT PAYMENT OF 50% IN ADVANCE, INCLUDING PRODUCTION CHARGES (IF ANY) AND GST, WITH INITIAL AD.
- All checks should be made payable to: Victoria Magazine, 185-911 Yates Street, Suite 708 - Victoria, BC V8V 4Y9 Tel. (250) 370-1148 Email: editor@victoriabc.com
- Outstanding bills become due upon proof of insertion and in all cases must be paid within 30 days. All open balances over 30 days are subject to a 1.5% per month service charge not to exceed 18% per annum. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing advertising. No ad materials will be returned until space bill is paid in full. Credits for errors limited to space occupied by the error. No adjustment will be given on corrections not marked by advertiser on the proof. Publisher not responsible for errors of omission. There will be a charge assessed for changes made on blue-line proof with a minimum charge of \$50.
- The publisher reserves the right to reject any advertising that is not in keeping with the publication standards. All orders are accepted on the terms and conditions outlined above.
- Artwork, typography, separations, halftones, etc., will be billed to the advertiser unless provided by same. This includes advertising submitted from any source that has to be resized to fit Victoria Magazine specifications. Publisher is not liable for errors in key numbers or in other type set by publisher. All production charges are non-commissionable. Color screens will be matched to the best of publisher's ability. Due to printing and ink variances, publisher cannot guarantee exact color matches unless special ink orders are placed. No rebate will be made in the event of color variances.
- All rates on this agreement shall be adjusted to the lowest earned rate. In the event of an unearned agreement, advertiser will be billed the short rate at termination of the contract. RATE PROTECTION: Proper notification (30 Days) will be given of any rate changes. Contracts may be cancelled at the time the rate change becomes effective without a short rate adjustment, provided the contract has been earned up to the time of the cancellation.
- The printed and written provisions of this contract contain all the agreements between either party, and the publisher is not responsible for any oral representations unless incorporated herein. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally liable with the advertiser for the payment provided for herein. In the event of nonpayment, all costs of collection and attorney's fees shall be borne by the advertiser and the individual guarantor.

■ **CANCELLATION OF SPACE AND COPY REGULATIONS:** Cancellation of space after space reservation deadline is not accepted. If an advertiser does not meet copy deadline, the publisher may insert a previous advertisement, or if there has been no previous advertisement, the publisher may prepare and insert an advertisement without prior approval of copy or layout by the advertiser. Acceptance of advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon contents or the subject matter of such advertisements. This includes suits for plagiarism, copyright infringement, and unauthorized use of a person's name or photograph. Publisher reserves the right to cancel any advertiser's contract if payments are not received on a consistent basis or in the event of non-payment.

I have read this advertising agreement and understand and agree to its terms:

AUTHORIZED ADVERTISER X \_\_\_\_\_ PRINT FULL NAME \_\_\_\_\_

ACCEPTED BY SALES REP/PUBLISHER \_\_\_\_\_ DATE \_\_\_\_\_