

ADVERTISING CONTRACT: 2012-2013**COMPANY INFORMATION** (*Please Type or Print*)

Contact Person: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-Mail: _____

Ad Agency: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Account Representative: _____

E-Mail: _____

AGREEMENT

We agree to advertise in East Palo Alto InFORMation for \$ _____ per Ad

Color: 4-Color Process Black & White Spot Color: Black + Cyan Magenta Yellow Match. PMSAd size: Full Page 2/3 page Horizontal Vertical 1/2 page Island Horizontal 1/3 page Vertical square 1/6 square Special Placement: Inside Front Cover Inside Back Cover Back Cover

Signature: _____ Date: _____

CONTRACT, COPY & RATE POLICIES: All advertisements are accepted by Jatelo Productions, herein referred as "publisher" of EPA InFORMation magazine, entirely on the representation that the agency and /or advertiser are properly authorized to publish the subject matter.

HOLD HARMLESS: Advertiser and their advertising agencies will indemnify and hold **JATELO PRODUCTIONS** its officers, agents and employees harmless against any claim, suit, loss or expenses, regardless of nature or basis that might arise from advertisements published. We reserve the right to hold the advertiser and advertising agency jointly and severally liable for monies due **JATELO PRODUCTIONS**.

The publisher does not accept sequential liability and expects the agency and advertiser to be bound by the payment terms below. No conditions, printed or otherwise, appearing on the insertion order, billing instructions or copy instructions which conflict with Jatelo Productions stated policies, and /or contract and copy stipulations shall be binding on Jatelo Productions.

LIABILITY: The liability of publisher for any error, omission or delay for which it may be held responsible shall in no event exceed the cost the space paid for and occupied by such individual advertisement.

CANCELLATION: No cancellations can be accepted after the published closing date. Special placement ad reservations are non-cancelable.

RIGHT OF REJECTIONS: Jatelo Productions reserves the right to reject any advertising considered objectionable or not in the best interest of the purpose of EPA InFORMation and the policies and positions of Jatelo Productions.

COMMISSION: A commission of 15% of the gross bill is allowed to accredited advertising agencies on space, color, and placement, provided the account is paid within 30 days of invoice date. No cash discounts. If charges due publisher are not paid promptly, the publisher may collect said charges from the advertiser, and the agency shall execute all necessary assignments. In addition, the publisher may hold the advertiser and its agency jointly and severally liable for all sums due and payable to the publisher.

PAYMENT TERMS: The advertiser must pay within 30 days after the date of the invoice.

SERVICE CHARGE: A service charge of 1.5% per month (18% annual percentage rate) will be added to all charges 30 days or more past due. If necessary, any legal or collection agency fees incurred in collection efforts will be added to charges due.