

# BANKERS DIGEST

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Dallas, Texas 75243

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# Advertising Contract

Rate Card # \_\_\_\_\_ Effective \_\_\_\_\_

Date of this contract \_\_\_\_\_

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

Address \_\_\_\_\_

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

Telephone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ ext \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

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

Agency \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ ext \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

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

Billing:  Advertiser  Agency  Other \_\_\_\_\_

*(attach contact information)*

<u>Ad Size</u>	<u>Frequency</u>	<u>2nd Color*</u>	<u>Spot Color</u>	<u>Full Color</u>	Frequency rate(s) _____
Full page	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gross rate per insertion _____
Full page (bleed)	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Position (15% of ad rate) + _____
2/3 page vertical	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Color + _____
2/3 page horizontal	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Agency commission - _____
1/2 page vertical	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Bleed + _____
1/2 page horizontal	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Net rate per insertion _____
1/3 page vertical	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Production charges + _____
1/3 page horizontal	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Contract Total</b> _____
1/4 page vertical	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1/4 page horizontal	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1/6 page vertical	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1/6 page horizontal	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

\*PMS 3155

Artwork provided by:  Advertiser  Agency  Other \_\_\_\_\_

Insertion Instructions to Publisher: (Examples: Specified advertising dates or dates to run specific ads, requested position, etc.)

Accepted for Advertiser/Agency \_\_\_\_\_ Date \_\_\_\_\_

Accepted for Publisher \_\_\_\_\_ Date \_\_\_\_\_

This contract constitutes an agreement to advertise and render payment for advertising cost for space as contracted in the named issue(s) of Bankers Digest under the terms outlined in the publisher's current rate card. Advertising will not be accepted without Bankers Digest contract or written insertion order from authorized party. Advertisers and their agencies assume liability for content of all advertising printed and also assume any claims arising against the publisher. Payments by advertiser through advertising agency do not constitute proper payment until received by Bankers Digest. Rates subject to change with 30 days notice.