

# PATHWAYS ADVERTISING CONTRACT

1506 Highland Drive, Silver Spring, MD 20910 • 240-247-0393 • 240-247-0396 (FAX)

Instructions [Please call 240-247-0393 (10:00 AM - 3:00 PM) if you have any questions.]

1. If you are not on a current multiple issue contract, please complete all appropriate sections.
2. Full payment must accompany all insertion orders. Please make checks for all display ads, logo listings, directory listings, calendar listings and classifieds payable to "Pathways."
3. Please submit a separate contract for each ad. You may Xerox a copy of the information below the dotted line, or simply print the information on a blank sheet of paper (please include signature).
4. If you contract for 4 issues:
  - a. You are making a space reservation; you may change the content of your ad each time provided we receive the changes in writing prior to the closing date. We cannot make changes after the closing date.
  - b. Payment for your first insertion must accompany this contract; you will be billed each subsequent quarter for the appropriate amount.
  - c. You may cancel your contract, in writing (no phone cancellations), prior to the closing date of any issue. If you cancel before fulfilling your 4 issue contract you will be billed for the difference between the one time rate and the four time rate.
5. Accounts that are past due beyond 30 days will be charged a fee of 1 1/2% per month of the appropriate "paid after closing rate."
6. Advertising Agencies: Our rates are geared to small businesses who generally do not retain agencies. The rates listed on the rate card are "net" rates. If requested, we will generate and Agency invoice that ad on your commissions rate.
7. Return Check charges are \$20.00.
8. PLEASE RETAIN THE PORTION ABOVE THE GRAY LINE FOR YOUR RECORDS.

**Style:**  Display Ad  Logo Listing  Resource Directory Listing  Calendar  Classified  
**Frequency:**  One Issue  4 Issues beginning with \_\_\_\_\_ issue, ending with \_\_\_\_\_ issue.  
**Size:** • Display Ad Size \_\_\_\_\_ • Logo Listing, Classified or Calendar Word Count \_\_\_\_\_  
**Category:** (logo listings, classifieds or directory listing only) \_\_\_\_\_  
**Rate:** Base Rate \_\_\_\_\_ Typesetting Fee \_\_\_\_\_ Photo/Logo Fee \_\_\_\_\_ Total \_\_\_\_\_

Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St. \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail address: \_\_\_\_\_ Web-site: \_\_\_\_\_

Style:  Display Ad  Logo Listing  Classified  Calendar  Resource Dir.

Frequency (check one):  One Issue  Four Consecutive Issues beginning with \_\_\_\_\_ issue

Size: Display Ad Size: \_\_\_\_\_ Logo Listing, Classified or Calendar Word Count \_\_\_\_\_

Category: (logo listings, classifieds or directory listings only) \_\_\_\_\_

Base Rate \_\_\_\_\_

Add Typesetting Charges \_\_\_\_\_

Date \_\_\_\_\_ Add Photo/Logo Charges \_\_\_\_\_

Signature \_\_\_\_\_ Total Payment Enclosed \_\_\_\_\_

**If you wish to pay by Credit card, please complete the following:**

Exact Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Type of Card? \_\_\_\_\_ (MC, VISA, AMEX, DIS) Number \_\_\_\_\_

Security Code \_\_\_\_\_ (3 digits on back MC/VISA/DISC - 4 digit on front of AMEX)

Address where credit card bill is sent: \_\_\_\_\_ same as above or \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_