

2010 insertion order ads and inserts



Agency _____ Contact _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Fax () _____
 Agency E-mail _____
 Today's Date _____
 Advertiser _____ Business Category _____
 Advertiser Contact _____
 Advertiser Contact E-mail _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Fax () _____
 Web Site _____
 Purchase Order No. _____ Bill: Agency Advertiser
 New Repeat Month/Yr. _____

ISSUE	DATE	AD SIZE (horizontal/vertical)	B & W	COLOR	FREQUENCY (3, 6, 9, 12 times)	RATE YEAR	GROSS
JAN							
FEB							
MAR							
APR							
MAY							
JUNE							
JULY							
AUG							
SEPT							
OCT							
NOV							
DEC							

Return to:
 Lisa Dushack
 Credit Union National Association
 P.O. Box 431
 Madison, WI 53701-0431
 Fax: 608-231-4027

Shipping address:
 5710 Mineral Point Road
 Madison, WI 53705-4454

- Contact:**
- Cathy Woods
 602-863-2212
 Fax: 602-863-6551
 cathy.woods@mediawestintl.com
 - Chris Kennedy
 847-656-0322, ext. 3008
 Fax: 847-498-5911
 ckennedy@cuna.com

Inserts: Card Brochure

(Insert cards/brochures are handled separately based on size, space availability, and press run. Call for details and pricing.)

Position Request (Plus 10%): _____

Headline _____

Special Instructions	Gross	_____
	Rate discount	_____
	Subtotal	_____
	Agency discount	_____
	Production charges	_____
	Total	_____

Please note the following:

- Please send us your signed insertion order. We must receive a signed insertion order before the advertising closing date noted in the most current rate card.
- Payment must be postmarked within 30 days from receipt of invoice.
- This constitutes a contract to print the advertisement as specified above at the rates set out in the most current rate card.



Signature _____ Date _____

2010 contract conditions

- 1.** Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
- 2.** No conditions, printed or otherwise, appearing on the insertion order, billing instruction or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- 3.** A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
- 4.** Contract will be billed at rate earned through the previous twelve months or billed at rate earned through contract year without incurring short rate, provided that the same frequency is maintained up to the time of cancellation.
- 5.** Space orders should specify a definite schedule of insertions, issues, sizes of space, and color.
- 6.** The forwarding of an insertion order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
- 7.** Oral agreements are not recognized.
- 8.** If more or fewer insertions are placed within one year than specified in the order, charges will be adjusted in accordance with established rates.
- 9.** Cancellation of space order forfeits the right to position protection.
- 10.** The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- 11.** Advertiser and advertising agency agree to indemnify, defend, and hold harmless the publisher from any and all liability for content (including but not limited to text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.
- 12.** Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.
- 13.** All advertising is subject to the publisher's approval. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- 14.** The publisher's liability for any error will not exceed the charge for the advertisement in question.
- 15.** The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- 16.** The publisher is not liable in the event of any condition beyond the control of publisher affecting production or delivery in any manner.
- 17.** Failure to make the order correspond in price or otherwise is regarded only as a clerical error and the advertiser is charged upon the terms of the contract in force.
- 18.** Two or more advertisers are not permitted to use space under the same contract.
- 19.** When change of copy, covered by an uncancelled insertion order, is not received by the closing date, copy run in the previous issue will be inserted and billed at the appropriate rate.
- 20.** Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
- 21.** Advertisements offering prizes, or contests of any nature, are accepted provided prior approval has been obtained from the Post Office at place of publication entry. Advertiser assumes all related state law liability.
- 22.** Requests for specified position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
- 23.** Ad materials needing alterations such as type changes, color correction or other file problems will be charged a minimum surcharge of \$50 or a rate of \$70/hour.
- 24.** The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- 25.** Advertisers are prohibited from canceling ads after the ad space deadline. In the event of cancellation, advertisers are responsible for full payment of the rate on the insertion order, plus any costs of ad production or creative services the publisher has rendered.