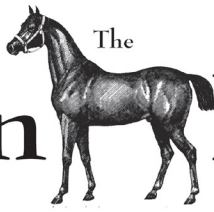


# The Aiken Horse

Advertising Contract



Advertiser: \_\_\_\_\_

Length of Contract:

Contact: \_\_\_\_\_

1 issue     4-5 issues     6 issues

Address: \_\_\_\_\_

Rate \_\_\_\_\_

Phone \_\_\_\_\_

Ad Rep \_\_\_\_\_

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

Date \_\_\_\_\_

**Issue Dates**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Please let us know as soon as possible if you would like to run different ads to fulfill a multiple insertion contract. Please be sure to submit any new copy or any changes to an existing ad by the deadline of the issue in which your ad will run. **WE CANNOT GUARANTEE INCLUSION OF CHANGES THAT ARRIVE IN OUR OFFICE AFTER DEADLINE.**

**Size of Advertisement**

- Color
- Black & White
- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page
- Business Card
- Back Cover, Section One
- Back Cover, Section Two
- Back Cover, Section Three
- Inside Cover, Sect. One
- Inside Cover, Sect. Two
- Inside Cover, Sect. Three
- Other Special Position

**PAYMENT**

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance & will be billed for future ads. Payment is due at deadline, or 7 days from the issue date for those with a credit card number on file. **PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE!** Guaranteed placement is 10% extra. Please make out checks to The Aiken Horse. P.O. Box 332, Montmorenci, SC 29839. For credit cards call 803-643-9960, Or pay on our website: [www.TheAikenHorse.com](http://www.TheAikenHorse.com).

I agree to place my advertisement in The Aiken Horse for the number of times specified above and to pay for my advertisement at the agreed-upon rate of \_\_\_\_\_ per issue. I understand that payment is due in full for all one-time and first-time ads, and that I will be billed for future ads when they run. I understand that if I have not paid my bill by other means within 7 days of publication, my credit card on file will be charged. I also understand that I must complete this ad contract within 12 months and that I will pay a short rate billing penalty if I terminate this agreement prior to the fulfillment of the contract. The short rate billing penalty will be \$25, plus the difference between the agreed frequency discount rate and the actual number of times the ad ran. I understand that my ad will revert to the one-time rate if I do not pay my bill within 10 days of the publication of the paper.

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Security Code \_\_\_\_\_ Billing Zip \_\_\_\_\_

I represent that my advertisement is factually correct and that I have full rights to use the material provided to The Aiken Horse. I further agree to hold the Publisher harmless for any misrepresentation, misunderstanding or harm arising from my ad.

Signed \_\_\_\_\_

Date \_\_\_\_\_

The Aiken Horse P.O. Box 332, Montmorenci, SC 29839  
[www.TheAikenHorse.com](http://www.TheAikenHorse.com) • [TheAikenHorse@gmail.com](mailto:TheAikenHorse@gmail.com)  
 Voice: 803.643.9960 Fax: 888.395.9291