

Advertising Insertion Order and Agreement

The VALLEY CATHOLIC Newspaper – Diocese of San Jose

Advertiser/Authorized Contact

Date

Name of Business, Organization or Agency

Address

VC Sales Representative

City, State, Zip Code

___ Renewal ___ New Acct.

()
Telephone Number

()
Fax Number

E-mail address

Has agreed to run _____ advertisement(s) in *The Valley Catholic*.

Start-issue-date _____ End-issue-date _____

Position Requested/Section desired _____

Right or left page, special section i.e. news, school, vocation, community etc.

• Display Ad Size _____ at the rate of \$ _____ or \$ _____ per insertion.
Cols. wide by inches tall per col. inch

• Business Directory Ad at the rate of \$ _____ per insertion.

• Pre-Paid Amount \$ _____ (5% discount) when paid prior to publication.

_____ has the right to change the copy and art work for the ad, to change the size, and to decide in which months the ads will run. If a frequency discount has been earned, changes must be received by the Publisher by deadlines or current ad will be repeated. The undersigned certifies that he/she is authorized to sign this contract for advertising in *The Valley Catholic Newspaper*.

X _____
Advertiser/Authorized Signature

Date

COMPOSITION CHARGES

Color Premium

Black + 1 color \$50; Black + 3 colors \$100 (CMYK 4-Color)

PRESS READY ARTWORK

Email or save digital media to disk and send complete artwork using Adobe Acrobat PDF or Adobe Illustrator EPS to hawkins@dsj.org or mail to 1150 North First Street, Suite 100, San Jose CA 95112-4966.

The Valley Catholic Advertising Policy (page two) is an integral part of this Agreement.

ADVERTISING POLICY

The VALLEY CATHOLIC Newspaper Diocese Of San Jose

The Valley Catholic accepts insertion orders for Display Advertising, Business Directory Advertising, Classified Advertising and Preprinted Inserts.

In the absence of a contract, all advertising will be billed at the OPEN RATE (see *The Valley Catholic* Ad Packet). Frequency discounts and Cash with Copy discounts are available. Advertising agencies will be afforded a 15% discount when using the open rate only. No commission to agencies is available on any other rate. Terms: 30 days. Contracts run during each fiscal year (July 1 to June 30), starting any date within that period.

All display and business directory advertising will be submitted camera ready. Graphic consultation, typesetting and layout services are available at the rate of \$35 per hour.

Political advertising is not accepted. The word "Advertisement" will be used with copy, which, in the opinion of *The Valley Catholic*, resembles editorial matter.

Terms: 30 days net. *The Valley Catholic* will levy a charge of 1.5% monthly, 18% annually, on balances unpaid over 30 days.

Accounts receiving specified contract rates, but not paid prior to the last day of the month following the month of publication, will have their contract rendered void. These accounts will be billed for all advertising space used. Otherwise, advertising space used (and unpaid by the last day of the month following the month of publication) will be billed at *The Valley Catholic's* one-time rate.

The Valley Catholic shall be under no liability whatsoever by reason of any error, for which *The Valley Catholic* may be responsible, in any advertising beyond the cost of the space actually occupied by the advertisement.

The Valley Catholic shall be under no liability for their failure for any cause to insert an advertisement.

If *The Valley Catholic* is unable to publish any edition or editions of *The Valley Catholic* because of orders, restrictions or prohibition of the United States Government or any Agency thereof, newsprint unavailability, strike, war, or natural disaster, *The Valley Catholic* shall not be liable in any manner except to refund any prepayments received from the Advertiser.

The Valley Catholic reserves the right to reject any advertising it feels is not in keeping with our publication standards. *The Valley Catholic* assumes absolutely no obligation, responsibility or liability for subject matter contained in copy placed by its Advertisers or their Agents. The Advertiser agrees that all materials and copy furnished will comply with all State and Federal laws and regulations. It is also understood that the Advertiser and the Agency placing such advertising jointly and separately agree to indemnify *The Valley Catholic* against all expense, loss or damage incurred or sustained by reason of printing such copy.

The Valley Catholic will not be responsible for art work and/or printing material left at its offices over ten days. Advertising layouts and copy prepared by paid employees of *The Valley Catholic* are the property of *The Valley Catholic* and cannot be reproduced in other media without express consent.

Insertion orders containing incorrect rates or conditions will be inserted and charged at the appropriate schedule of rates and conditions in force at the time or in the Advertising Contract. Such errors will be considered clerical only.

The Valley Catholic Ad Packet is an integral part of this Advertising Policy.

I acknowledge that I have received a copy of this Advertising Policy.

Advertiser/Agent: _____

Name of Business or Agency: _____

Address: _____

City: _____ State _____ Zip _____

X

Signed (Agency Representative or Advertiser)

Date