

Welcome to *Coffee News of East Texas!*

Complete Contract for Advertising Services

Exclusive Business Category Guarantee

Ethics in Advertising, LLC dba *Coffee News of East Texas* will not solicit or accept advertising from any other entity in your exclusive business category while your ad is running in *Coffee News*. *Coffee News* reserves the right to make the final decision regarding what is considered competition in your category.

Distribution

Coffee News reserves the sole right to determine all aspects of how, when and in what quantities *Coffee News* is published and distributed.

Error Free Guarantee

If you find an error in your *Coffee News* ad, and you notify us of the error prior to the weekly editorial deadline (Friday 5:00 p.m. CT) for the next scheduled edition, we will credit that week's ad rate to your account. *Coffee News* will not be responsible for any errors in information that we receive from or that has been approved of by you. In no case shall *Coffee News* be responsible for any other loss, damage, liability or injury arising from your ad in *Coffee News*, now or in the future.

Monthly Billing

For the Advertiser's convenience, *Coffee News* will automatically charge your credit card for the amount of your current monthly balance, on the 1st business day of each month. In the event that the credit card provided is declined, *Coffee News* will re-charge your account, in seven business days, for the original amount plus a \$5 service charge. If your credit card is again declined, you will be notified and payment arrangements and payment will be required within 14 business days from the initial billing date. If the monthly payment is not made, the Advertiser's ad will be removed from the paper and they will forfeit their claim as the only advertiser in their category. The Advertiser is always responsible for full payment and completion of the initial 17, 34 or 52 week agreement. If the Advertiser fails to honor their 17, 34 or 52 week agreement, a cancellation fee of \$150.00 will be charged to the credit card on file or invoiced to the Advertiser's account. *Coffee News* reserves the right to charge the credit card on file for any remaining balances that are not made within 60 days of the initial billing date. In the event of non-payment, the Advertiser's account will be submitted for collection procedures.

Payment by Check

If the Advertiser chooses not to pay by credit card, payment may be made by check for the full amount of the initial Advertiser Agreement and in 17- week installments after that. Monthly payments may be made by check only if the *Coffee News* invoice must be submitted to the Advertiser's physical corporate office for payment.

Late Fees & Collections

Unpaid balances over 60 days will be submitted for collection procedures. All collection, legal fees and court costs will be the responsibility of the Advertiser.

One-Time Ad Production Fee & Ad Changes

Coffee News charges \$25.00 to produce your first ad. This fee is non-refundable. You may request changes to your ad as often as you like. All changes requested after the initial setup fee is paid are free, but must be received by the weekly editorial deadline (Friday 5:00 p.m. CT) in order to appear in the next scheduled edition. Significant changes may take 5-7 business days to complete. Ads are the property of *Coffee News*, and may not be reproduced unless consent is given by *Coffee News*.

Returned Payment Fee

An additional charge of \$25 will be applied to all check payments returned for non-sufficient funds, and *Coffee News* will no longer be able to accept personal or business checks from that Advertiser.

Month-To-Month Agreement

After the initial 17, 34 or 52 week agreement, advertisers may go month-to-month. The month-to-month contract will automatically be renewed each month unless written notice is given two weeks (14 days) prior to the last scheduled ad run date, which will always be the last Friday of each month. Written notice must also be given two weeks (14 days) prior to the last scheduled ad run date of the initial 17, 34 or 52 week agreement, or the ad will automatically renew for one month, and if no written notice is given the ad will renew each month after that.

Signature of Advertiser _____