

terms and conditions >

In consideration of said space being used as specified below, the ILLINI MEDIA, agrees to charge the rate on the reverse side for all advertising contracted for, and all additional space ordered by advertiser, all said advertising to be published in THE DAILY ILLINI and BUZZ, and advertiser agrees to pay for said advertising at the rates and upon the terms and conditions as hereinafter set forth.

ILLINI MEDIA reserves the right, before the acceptance of any display advertising under this agreement, to ascertain the credit rating of advertiser and further reserves the right to cancel this agreement at any time should an unfavorable credit rating be obtained on advertiser. This contract is a guarantee on the rate charged but does not imply credit has been granted.

Advertisers who do not have approved credit are required to pay for advertising in advance. Payment must be received by THE DAILY ILLINI no later than 5 p.m. three working days in advance of the day said advertising is to be published, or Friday 4 p.m. prior to Thursday of BUZZ publication.

All payments due THE DAILY ILLINI by advertiser with approved credit under this agreement shall be paid by advertiser on receipt of ILLINI MEDIA's billing for the same. Accounts are closed on the last day of the month. Unpaid charges more than 59 days past due may be assessed 1.5% per month service charge.

ILLINI MEDIA reserves the right to refuse advertising space when advertiser has an unpaid balance or if advertiser has not reimbursed ILLINI MEDIA for expenses of collecting advertiser's overdue account. Advertiser shall reimburse ILLINI MEDIA for all expenses, including reasonable attorneys' fees, incurred in collection of advertiser's overdue account.

It is agreed that the space contracted for hereunder will be consumed by advertiser within the dates specified on reverse side of this agreement in order to qualify for the contract herein. Upon termination of the contract period, advertiser will be subject to extra assessment or credit rebate. Extra assessment will be equal to the number of inches or ads run by the advertiser times the difference between the contract rate and the rate earned. Credit rebate will be equal to the number of inches run times the difference between the contract rate and the earned rate on the rate card.

Publisher may revise the schedule of rates charged for advertising at any time, by giving 30 days written notice of such intentions. Advertiser may terminate this contract within 30 days without penalty if advertiser elects not to accept such revision of rates stipulated by publisher.

ILLINI MEDIA reserves the right to sell special advertising packages at discounted or premium rates. If advertiser participates in any specially priced promotions such participation will be over and above space contracted for in this agreement. Payment for special promotions will be due in the same manner as payment for advertising within this contract.

Payment in advance is required for all political advertising either at time contract is signed or with each advertisement insertion order.

ILLINI MEDIA reserves the right to use original copy for typesetting advertisements without changes other than its own errors. If time allows for changes, same will be made, at advertiser's expense (composition at \$25.00 per hour, minimum \$25.00). Advertisements cancelled after they have been set in type but in advance of copy deadline (copy deadline is three working days in advance of publication date) may be charged a minimum typesetting charge of \$25.00 in addition to the contract rate. Advertisements cancelled after copy deadline will be charged at 100% of contract rate.

If any ad copy reaches THE DAILY ILLINI or BUZZ after deadline and publisher agrees to print late copy, advertiser waives the right to receive proofs. Publisher is not responsible for errors in late copy.

Proofs are for the purpose of correcting production errors only and not for ad reconstruction or ad changes. All changes and revisions from original copy on proofs will be charged at the rate of \$25.00 per hour (minimum \$25.00). Proofs for THE DAILY ILLINI must be received at the address on this contract by 2 p.m. one business day before publication, and proofs for BUZZ must be received at the address on this contract by 5 p.m. Monday before publication. After deadline, corrections will be made as time permits at ILLINI MEDIA's sole discretion.

ILLINI MEDIA is not responsible for errors in copy which do not decrease the value of the advertisement. Liability for any error is limited to the cost of the space occupied by erroneous advertisement, and is limited to the first insertion of such error. Requests for adjustments must be made within 30 days of publication.

ILLINI MEDIA reserves the right to revise or refuse any advertisement which, in publisher's sole discretion, is deemed objectionable in subject matter or phraseology. Publisher reserves the right to cancel any advertisement at any time.

ILLINI MEDIA will not guarantee special page position, except for standard paid premium positions. This contract shall not be invalidated by the failure of ILLINI MEDIA to publish THE DAILY ILLINI or BUZZ when the University of Illinois is not in session, or on the day following a holiday, or for any reason that publication shall be prevented by Act of God, strike or civil commotion, or circumstances otherwise beyond the control of ILLINI MEDIA.

Advertiser shall defend and save ILLINI MEDIA harmless from all claims, demands and/or litigation directly or indirectly related to improper or unauthorized use of any photograph, drawing, likeness, name, logo, trademark, representations or any other material provided by advertiser to ILLINI MEDIA and published by ILLINI MEDIA in any advertising under this agreement.

display ad rates > effective august 24, 2009

ONE CONTRACT SETS YOUR RATES FOR BOTH THE DAILY ILLINI AND BUZZ ENTERTAINMENT WEEKLY

PLAN	DI Col. inches	DI Rate per inch
Open		\$16.65
A	125"	\$13.30
B	250"	\$12.60
C	500"	\$11.90
D	750"	\$11.55
E	1,000"	\$11.05
F	2,500"	\$10.40
G	5,000"	\$9.65
H	10,000"	\$8.80

You sign a contract and promise to reach the appropriate level in the publication you plan to advertise in most. Then the corresponding rate for the other publication will apply when you choose to advertise in it, without having to sign a second contract.

◀ ONE CONTRACT, TWO RATES

For instance, agree to run 26-38X in Buzz (Plan D) and run in the DI at the 750" rate without signing another contract. We only require you choose and fulfill either the DI or Buzz contract.

Buzz Frequency	Full	3/4	1/2	3/8	1/4	1/8	1/16	PLAN
1x	\$1065	\$810	\$562	\$433	\$294	\$160	\$103	Open
2-4x	\$1045	\$788	\$541	\$417	\$283	\$152	\$98	A
5-12x	\$1020	\$770	\$530	\$402	\$278	\$147	\$93	B
13-25x	\$976	\$740	\$516	\$386	\$270	\$136	\$85	C
26-38x	\$860	\$660	\$438	\$335	\$242	\$126	\$77	D
39-50x	\$736	\$546	\$376	\$283	\$196	\$110	\$70	E
51/52x	\$603	\$464	\$325	\$253	\$181	\$98	\$62	F
53x	\$541	\$422	\$289	\$227	\$162	\$88	\$55	G
53x+*	same	same	same	same	same	same	same	H

* Available to advertisers who provide ads electronically in PDF format.

_____ (firm name) advertiser has this date contracted with ILLINI MEDIA for _____ inches of display advertising to be used in THE DAILY ILLINI or _____ insertions of advertising in BUZZ to advertise client's regular business. Different rates will apply to some special sections.

<p>PLAN</p> <p><input type="checkbox"/> daily illini</p> <p><input type="checkbox"/> buzz</p>
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REMARKS: _____

EXECUTED at Champaign-Urbana, IL on _____ / _____ .
Month/Day Year

THIS AGREEMENT TERMINATES ON _____ .
Month/Day Year

THIS CONTRACT is for one year only and will expire on expiration date written above.

CREDIT APPLICATION has been submitted.

We have read and understand all terms of this agreement (listed on reverse side) and agree to be bound by them. Persons signing this agreement individually warrant that they have authority to execute this agreement on behalf of respective parties. We also understand that the contract is not valid until approved by The Daily Illini and Buzz Credit Manager and Publisher.

advertiser _____

local business location _____

mailing address _____

city _____ state _____ zip _____

business phone _____

accepted by _____

authorized signature

print name _____

title or position in firm _____

<p>FOR INTERNAL / OFFICE USE ONLY</p> <p>accepted by illini MEDIA</p> <p>per _____ <small>daily illini/buzz salesperson</small></p> <p>approved _____ <small>daily illini/buzz credit manager</small></p> <p>approved _____ <small>publisher, daily illini/buzz</small></p> <p>CREDIT TERMS: _____</p> <p>_____</p> <p>_____</p> <p>illini MEDIA 512 east green street champaign, il 61820 classified advertising (217)337-8337 accounts receivable (217)337-8314 business office (217)373-8300 businessfax (217)337-8303</p>
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