

The student voice of MU since 1955
the maneater

BIG 12 TOUCHDOWN CONTRACT

THREE GAMES/ ISSUES:

1) Oct. 9, 2010

MU v. Colorado

Issue: Fri., Oct. 8

2) Oct. 23, 2010

MU v. Oklahoma

Issue: Fri., Oct. 22

3) Nov. 13, 2010

MU v. Kansas State

Issue: Fri., Nov. 12

(A): Quarterback Package

- 5 x 8 half-page, gold spot color
- Dimensions: 10.253" x 8"
- Total cost: \$1,500

(B) Running Back Package

- 3 x 8 quarter-page, gold spot color
- Dimensions: 6.085" x 8"
- Total cost: \$1,000

(C): Wide Receiver Package

- 2 x 5 ads, gold spot color
- Dimensions: 4" x 5"
- Total cost: \$750

(D): Safety Package

- 2 x 3 ads, gold spot color
- Dimensions: 4" x 3"
- Total cost: \$500

Total Contract Amount:

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Terms and Conditions:

It is understood that the advertiser must pay the total amount for the chosen option whether they choose to run in all three issues or not.

The advertiser and/or advertising agency is solely responsible for the entire substance and content (including text and illustrations) of the advertising printed. Advertiser agrees to fully indemnify The Maneater and to hold The Maneater harmless from and against all liability or loss (including liability for attorney's fees and costs) and against all claims or actions, based on or arising out of the advertising printed in The Maneater.

The Maneater reserves the right to reject proposed advertising for any reason or no reason at all.

Copy and proof deadlines must be met to ensure publication. Proofs, when submitted, will be for typographical corrections only. All changes of original copy or layout will be charged on the basis of the time necessary to make such changes.

All advertising must be paid in advance unless the advertiser has first established credit with The Maneater. New accounts desiring credit must submit a credit application and be approved by the business manager before credit can be extended.

All accounts are due and fully payable upon receipt of the bill. Accounts having a balance more than 30 days past due will be charged 1.5% on the unpaid balance (a minimum of \$3.00). Accounts unpaid after 60 days will be refused advertising until the past due balance is paid in full. Prepayment is required of all political and going out of business advertising. A minimum of one semester of prepayment will be required to reinstate a good credit rating.

Make good or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Maneater of significant errors. The Maneater will be responsible for first run errors only. The limit will be the total cost of the ad in which the error occurs.

The laws of the State of Missouri shall govern this agreement. In any litigation arising from this agreement, venue shall be in Boone County, Missouri. In any litigation arising from this agreement, the prevailing party shall recover reasonable attorney's fees and court costs from the non-prevailing party.

Advertiser

Date: _____

Maneater Business Manager

Date: _____