

The student voice of MU since 1955

# the maneater

## Back Page Placement Advertising Contract Form

In consideration of the benefits derived from advertising, \_\_\_\_\_ agrees to the following conditions in regards to the placement of their advertisement on the back page of the Maneater on these dates: \_\_\_\_\_

- The ad must be a full page (5x16)
- The ad must be four color
- The \$50 placement fee must be paid in full at the time of the reservation for each publication date listed

**Terms and Conditions:**

Reservations for back page placement may only be made during the current semester. The semester officially opens two weeks prior to the first day of classes for the University of Missouri. Advertisers may contact the business manager or their current ad rep to make the reservation; however, reservations are not official until the \$50 placement fee is received and the reservation is called and placed in the Maneater office by the business manager or ad rep. Reservations are first come, first served. No discounts apply to the back placement fee.

Businesses may cancel their back page placement two weeks prior to the publication date and receive the full placement fee refund. Anytime thereafter, no refund will be issued for the \$50 placement fee.

All advertising orders are subject to the terms and provisions of the current rate card, which is incorporated herein by reference.

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.

This agreement shall be governed by the laws of the State of Missouri. 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.

**Payment**

Total Amount:  Was the placement called in and reserved at the Maneater office after payment was received?

Credit Card

VISA    MASTERCARD    DISCOVER

Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Cardholder \_\_\_\_\_

Signature \_\_\_\_\_

Check # \_\_\_\_\_

University Depts.

MoCode \_\_\_\_\_

P.S. Acct. # \_\_\_\_\_

**Signatures:**

\_\_\_\_\_  
Advertiser

Date: \_\_\_\_\_

\_\_\_\_\_  
Maneater Business Manager

Date: \_\_\_\_\_