



# HANG GLIDING & PARAGLIDING

## 2011 DISPLAY ADVERTISING CONTRACT

1-800-616-6888 FAX 719-632-6417

This form, when executed, will serve as a binding agreement between the United States Hang Gliding & Paragliding Association and the undersigned, wherein the USHPA agrees to publish the advertisement specified below in its monthly publication, *Hang Gliding & Paragliding* magazine, according to its current published advertising rates and policies. The undersigned hereby agrees to these policies and further agrees to pay the cost of advertising in accordance with USHPA advertising policies.

- Please reenter my previous ad. **CHECK MONTHS TO RUN BELOW.**
- Please enter my new ad as per the following specifications:

**CHECK AD SIZE:**             Full Page     1/2 Page     1/2 Page Spread     1/3 Page  
     1/4 Page     1/6 Page     Market Place (4 color only)

**CHECK AD COLOR:**         4-color         Black & White

**CHECK MONTHS TO RUN:**  ALL 12 MONTHS

- January     February     March         April     May         June
- July         August       September     October     November     December

**ADVERTISER URL** (used for link in web version of magazine):

Special Placement:  Inside Front Cover     Inside Back Cover     Back Cover     Table of Contents  
*12 month contract required for special placement.*

My  check  money order  credit card is enclosed for the amount of \$\_\_\_\_\_.  
 I authorize USHPA to charge my credit card every month the ad is published as indicated above.  
 Please invoice my account per my credit standing (Credit accounts must be established).

COMPANY \_\_\_\_\_

CREDIT CARD# \_\_\_\_\_ Exp \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

PRINT SIGNATURE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



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## CONDITIONS AND CONTRACTS

All advertisements are subject to the approval of the publisher. Written agreements for COVER & TABLE OF CONTENTS positions are limited to one year and have an additional premium surcharge dependant on cover location. Current premium position holders have the first right of refusal at renewal. Orders specifying ad position (other than covers) will be honored whenever possible, but will not be binding, unless special position is reserved by contract at premium position rates of **an additional 10%**. In the event of a rate increase, the new rates will apply to all subsequent insertions. Advertisers and advertising agencies assume liability for all ad content and advertising costs for ads placed by them, as well as for any claims against the publisher arising from claims made by the advertiser or advertising agency. The word "advertisement" will appear in any ad that does not clearly distinguish itself as such. Cancellation of contracted space in whole or in part, forfeits the right to the contract rate on subsequent insertions, and the advertiser will be liable for payment of one-half of the remaining contract amount. Prepaid contracts are non-refundable. Prepaid contracts are not subject to rate increase until expiration of contract. No conditions, printed or otherwise appearing on the insertion order, advertising material or copy instructions which conflict with the publisher's policies will be binding on the publisher. Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the publisher affecting production or delivery in any manner.

## DIGITAL FILES

USHPA accepts advertising in digital form. It is best to submit ads as a single graphics file (**PDF preferred**, JPEG, TIFF, or EPS) 300 DPI minimum to avoid problems with fonts, imported files, and software compatibility. USHPA cannot accept responsibility for the way the ad appears in the magazine, since problems may occur that are beyond our control, and we can't guarantee that all errors will be caught. In addition, color quality and accuracy cannot be guaranteed and we do not produce match prints.

## BILLING

All new advertisements are accepted on a cash basis only. Ads will be inserted only after payment is received. After the third continuous month of advertising, USHPA will extend credit with an approved credit application. Payments must be received within 30 days of the invoice date or the account will revert back to a cash basis for all subsequent insertions and a monthly finance charge of 21% will be applied to the account until paid in full. Upon receipt of payment in full, orders will again be accepted, but only on a prepaid basis until good credit is considered to be reestablished which may take up to 1 year and is at the discretion of the business manager.

## OFFICIAL POLICIES

**CLOSING DATES:** The closing date for ad insertion orders is due **IN WRITING** (unless a contract is already in place) on the 1<sup>st</sup> of the month for all display ads 2 months prior to cover date (i.e. January 1<sup>st</sup> for the March issue). The closing date for all ad materials, instructions, changes, additions and cancellations must be received **IN WRITING**, six weeks prior to the cover date (i.e. January 15th is the closing date for the March issue). A \$50 fee will be charged for changes after deadline. **NO CANCELLATIONS** will be accepted after the closing date.

## CREDIT POLICY

1) Advertising is accepted on a cash-only basis until credit has been established by USHPA. 2) A monthly statement is provided to advertisers with approved credit. 3) Payment for invoices is due 30 days after invoice date. **4) If an advertiser fails to make timely payments, advertising will be discontinued, credit will be denied and future advertising will be on a cash-only basis after all prior accounts are cleared. Credit will be reestablished after a period of up to one year.** 5) **Interest charges are applied to accounts 30 days past due and are subject to collection.** 6) You must contact USHPA to dispute an invoice within 15 days of receipt of invoice.