

RETAIL ADVERTISING CONTRACT



Published Sunday through Saturday by
Uniontown Newspapers, Inc. 8-18 E. Church Street, Uniontown, Pennsylvania 15401

THE PUBLISHER
and

THE ADVERTISER

Contract Effective Start Date

The Advertiser agrees to purchase advertising space from the Publisher through one or more of the following Publisher's advertising programs.

- MONTHLY FREQUENCY CONTRACT
MONTHLY FREQUENCY - 3 MONTH
MONTHLY FREQUENCY - 6 MONTH
ANNUAL BULK
ANNUAL BULK ZONE (BAZ/CAZ)

each subject to applicable rates and advertising requirements, as stated on the current advertising rate card, the Publisher agrees to furnish the advertiser with this advertising under the following conditions:

- 1. The publisher reserves the right to edit, revise or reject any advertising. Advertiser agrees to indemnify and save harmless publisher against any loss, damage, cost and expense...
2. All property rights, including any copyright interest in advertising produced for the advertiser by the publisher using artwork and/or typography furnished or arranged by the publisher...
3. Position is not guaranteed.
4. Advertisements must not exceed 19 inches in depth unless ordered for the full length of the column.
5. Advertising cancelled after composition shall be charged to advertiser at the cost of composition as established by publisher.
6. Liability for any error in any advertisement shall not exceed the cost of space actually occupied by the item in which the error is made.
7. Any request for adjustment to any invoice must be made in writing within five (5) days of date of such invoice.
8. Commission payable only on General Open Rate and only to Accredited Agencies.
9. CONTRACT RATES will be allowed on all invoices paid in full no later than the 15th day of the month following the last publishing day of the month of service...
10. The advertiser agrees to pay the applicable contract rate then in effect as determined by performance (advertising billed inches published) during the calendar month of service...
11. Annual Bulk and Monthly Frequency contracts based on 52 weeks are automatically renewable from year to year...
12. This contract shall automatically terminate without written notice if advertiser shall fail to place the minimum required advertising.
13. Advertiser agrees to pay all costs of collection, including reasonable attorneys' fees incurred by the publisher...
14. Advertiser agrees to supply publisher with advertising material according to the publisher's deadlines.
15. The Herald Standard shall be under no liability for its failure, for any cause, to insert an advertisement.
16. This contract is subject to final credit approval.
17. Ads purchased in the Herald-Standard include placement on www.heraldstandard.com and charges for both are included in the current Herald-Standard published inch rates.

Subject to all terms and conditions hereinafter set forth in this contract, you are authorized to insert a minimum of inches of advertising per for a period of consecutive months for which I agree to pay the applicable current effective contract rate.

RATES SUBJECT TO CHANGE ON PUBLICATION OF NEW RATE SCHEDULE

Advertiser

Accepted by Date

Title Phone

Address

City State Zip

Herald-Standard Salesperson

This contract shall be effective when approved by the Publisher, Advertising Director or Retail Advertising Manager

Accepted by Date