



Advertising Insertion Order

Name of Individual Placing Order: _____

Company Name (if applicable): _____

Address (Street Address): _____

_____ Phone: _____

Mailing Address (if different): _____

Advertising Agency (if applicable): _____

Address: _____

_____ Phone: _____

I hereby authorize advertising to be placed in Black Car News for: _____

Circle Month ISSUE(S) OF INSERTION	SPACE SIZE	POSITION REQUEST (CONSIDERATION GIVEN NOT GUARANTEED)	COST	NO. OF ISSUES	TOTAL
J F M A M J J A S O N D					

_____ (Company/Product) _____ Date:

All invoicing will be done upon publication of each issue and payment is due within 10 days of invoicing. A late charge will be added for late payments.

Payment for your ad can be handled in the following manner. Please indicate by checking appropriate box.

Payment in advance Invoicing Credit Card

Master Card # _____ **Exp. Date** _____

Visa # _____ **Exp. Date** _____

American Express # _____ **Exp. Date** _____

Name of Cardholder _____

\$ _____ Gross Rate Total + \$ _____ Typesetting Charges = \$ _____ Total Cost

Signature _____ Title _____ Date _____

All first-time advertisers must pay for first insertion in advance. Important: Please read all advertising conditions and terms on next page.

CONDITIONS FOR ADVERTISING

1. Short Rates: If by the end of the contract year, the advertiser has not used the full amount of advertising contracted for, a short rate will be applied.
2. Cancellations are not accepted after the closing date, ten days prior to the date of issue. Cancellation requests must be submitted in writing. If space is reserved and materials do not arrive by press time, the advertiser will be billed for space.
3. The Publisher is authorized to repeat the previous advertisement if new copy is not received the day boards go to the printer.
4. If a multiple schedule of advertising is placed by an insertion order, and issue months for advertising are not indicated, the publisher will assume ads will run consecutively unless notified in writing before the closing date.
5. Position of advertisements will not be guaranteed. Special requests will be acknowledged and courtesy extended whenever possible.
6. A signed, dated insertion order must be received by the closing date for each issue before the ad will run.
7. The Advertising Director and/or the Editorial Board of Black Car News reserve the right to refuse any advertisement.

TERMS

1. First-time advertisers must pay for ad in advance.
2. Repeat advertisers will be billed.