



Advertising Agreement

Winonan
 P.O. Box 5838
 Winona, MN 55987-5838

Winonan Advertising: (507)-457-5677
 Fax: (507)-457-5317
 winonanads@winona.edu

BILLING INFORMATION

ADVERTISER _____

CONTACT _____

ADDRESS _____

PHONE _____ FAX _____

Ad Size(s) _____ Insert _____ Frequency _____ THIS CONTRACT IS: _ NEW _ RENEWED	Cost per ad(s): Total Cost: _____ Federal ID#: _____ or Social Security _____
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CAMPAIGN SCHEDULE

Placement: _____

Sept 15	Dec 8	March 2
Sept 22		March 9
Sept 29		March 23
		March 30
Oct 4	Jan 26	
Oct 13		
Oct 20		April 6
	Feb 2	April 13
Nov 3	Feb 9	April 20
Nov 10	Feb 16	April 27
Nov 17	Feb 23	

Please see following page for the Winonan Advertising Agreement terms and conditions.

Date: _____

Ad Rep: _____
The Winonan Account Representative

Editor: _____
The Winonan Editor

Name of Company: _____

Client Signature: _____
Authorized Representative

Terms and Conditions

1. The Advertiser agrees to place an advertisement in The Winonan consisting of the size and orientation stated above.
2. Upon the execution of this Agreement, a graphic designer on the staff of The Winonan will assist the Advertiser in the preparation of a layout and a rough draft of the advertisement. Advertiser shall review such draft and make any changes it so desires to the advertisement. The Winonan reserves the right to reject the final form and/or content of the proposed advertisement in its sole discretion.
3. Advertiser agrees to pay for the total cost of the advertisement no later than thirty days up receiving the bill, If payment in full is not received by the Winonan within forty days of the first publication date, the Advertiser agrees to pay a late charge of five percent of the total cost of the advertisement. This Agreement, upon its execution by Advertiser and The Winona, shall serve as an invoice for payment and Advertiser will not be separately invoiced and billed for the cost of the advertisement.
4. If for any reason, other than the failure of Advertiser to approve the final form of the advertisement by the deadline set forth in Paragraph 3 above, the approved advertisement is not published on the agreed upon publication date or dates, Advertiser may elect to either cancel the advertisement at no cost to it or it may agree to publish the advertisement on the available scheduled publication date. If the advertisement, as published by The Winonan, differs in any material respect from the final form approved by Advertiser, the sole liability of The Winonan shall be, at the option of Advertiser, to either republish a corrected version of the advertisement at no additional expense to the Advertiser on the next available publication date or refund the cost of the advertisement to Advertiser.
5. The Advertiser agrees to run such advertisement to the times stated above.
6. The terms set forth herein constitute the full and entire agreement between the parties hereto unless amended by a written addendum to this Agreement signed by both parties to this Agreement. Neither party shall be bound by any oral representations or promises that are not incorporated into this Agreement.