

ave.

Submit payments to:

Michael David Media

P.O. Box 331395
Nashville, TN 37203
Tel: (615) 832-5388
Fax: (615) 832-1040
sales@michaeldavidmedia.com
www.michaeldavidmedia.com

GENERAL CONDITIONS

Cancellation of space must be submitted in writing before the closing date of the advertisement. Full rate will be billed for advertisements already published. Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following General Conditions.

Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.

Conditions other than rates are subject to change by publisher without notice. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of the advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.

The advertiser or its agency cannot make cancellations or changes in orders after the closing date.

Publisher will not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad or an error in the ad. In no event shall publisher be liable for indirect or consequential damages. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

Publisher is not liable for delays in delivery and/or no-delivery in the event of an Act of God, actions by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher effecting production or delivery in any manner.

As used in this section entitled, "General Conditions", the term "publisher" shall refer to Michael David Media / The AVENUE Magazine. All regulations, terms and conditions outlined on current rate card are applicable.

Insertion Order

Company Name & Agency Name, if applicable

Address

City/State/Zip

Phone

Fax

Contact Person

Title

Email

Website

Frequency (check one)

- One Time
- Three Times
- Six Times
- Other: _____ Times

Investment \$ _____

X _____ = Subtotal: _____

+ Production Fee: _____

+ Other: _____

Total Investment: _____

Advertisement Size (check one)

- | | |
|---|--|
| <input type="checkbox"/> Front Cover | <input type="checkbox"/> Two-Page Spread |
| <input type="checkbox"/> Back Cover | <input type="checkbox"/> Full Page |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Half Page |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> Quarter Page |
| <input type="checkbox"/> The Avenue Marketplace | |

Issue (check all that apply)

- | | | | |
|----------------------------------|------------|----------------------------------|------------|
| <input type="checkbox"/> Jan/Feb | Year _____ | <input type="checkbox"/> Jul/Aug | Year _____ |
| <input type="checkbox"/> Mar/Apr | Year _____ | <input type="checkbox"/> Sep/Oct | Year _____ |
| <input type="checkbox"/> May/Jun | Year _____ | <input type="checkbox"/> Nov/Dec | Year _____ |

Add'l Info: _____

Art (check one)

The preferred file type for advertisements is JPG file with fonts and images embedded. Please provide files on either CD or through email, file transfer, or cloud storage.

All artwork must have a resolution of 300 dpi at 100% size for print, and please save as CMYK. Line art images should be at 1200 dpi (eg. illustrations in bitmap mode).

- Design from enclosed sketch (Additional \$40.00 production fee applies)
- Digital file on CD is enclosed (We prefer JPG file with all fonts and images embedded)
- Reprint from archived Avenue magazine (Issue: _____ Page: _____)

Accepted and Agreed to By:

Signature (required) _____

Agent for (Advertiser/Agency Name) _____

Date _____

Terms (check one)

- Payment in full
- Deposit of: \$ _____. Balance of \$ _____ net 30 days. Interest charges of 3% monthly after 35 days past due.

Please bill my: (check one) Visa MC Amex

Name on card: _____

1. _____

2. _____

3. _____

4. _____

Refer us to potential
advertisers and
receive 5% off for each
name. **Total possible
discount is 20% off
this insertion order!**