



# Advertising Agreement, 2017 - 18

## Terms of Service:

A. Publisher (Associated Students, Incorporated) reserves the right to revise advertising rates and policies at any time. Contracted advertisers receive 60-day protection from all rate changes.

B. Publisher reserves the right at all times to refuse any advertisement. If an advertisement is refused, prepayment for that ad, if any, will be refunded or credited toward future ad sales. Acceptance by representative does not constitute acceptance by publisher.

C. Advertiser must inform sales of run dates in advance. Advertiser assumes responsibility for all unused advertising if run dates are not provided.

D. Reservation, copy, and artwork are due to the 22 West by Thursday, 5:00 PM the week of publication.

E. Advertiser will be charged for any advertisement cancelled after 5:00PM, Friday, the week of publication.

F. Payments accepted by check only and must be made payable to the Associated Students, Inc. TAX ID# or SSN# is required for billing purposes.

G. Remedies for errors occurring in advertisement due to mistakes on the part of 22 West are limited to one (1) correction and reinsertion of adjusted advertisement.

H. 22 West will accept ads on USB thumbnail drive, CD, Dropbox, Google Drive or email to Sales-Magazine@22Westmedia.com. Be sure to include all pictures, text, and fonts. 22 West is not responsible for any forgotten material. Fonts will be substituted in this case. Submission of 300 DPI images in TIFF or PDF format results in the highest quality printed reproductions.

I. Sizes are guaranteed based on a proportion of actual page size. Please be sure to use correct measurements for your ad size. The Union Weekly will reduce any ad improperly sized. 22 West will not be held responsible for lost material resulting from size reduction. Artwork smaller than ad size will be assumed as intentional.

J. Consideration is given to position requests, but failure to meet such requests does not constitute cause for adjustment, refund, or return.

K. All accounts over one run must pay for first week in full prior to publication, or have an approved credit account with the Associated Students, Incorporated Business Office.

L. In the event of non payment or untimely payment on behalf of the advertiser, full payment is due immediately upon request of the Associated Students, Inc.

M. Multiple-week contracts must be paid in advance or advertisers must submit credit application to the Associated Students Business Office for approval.

N. Failure to pay per invoice terms net 30 days will result in a 2% finance charge automatically applied.

O. Advertiser agrees to pay all costs of collection (including attorney and court fees) in the event of failure to pay in accordance with payment schedule specified herein.

Email: [info@22westmedia.com](mailto:info@22westmedia.com)  
[www.22westmedia.com](http://www.22westmedia.com)

1212 Bellflower Blvd. Suite 116  
Long Beach, CA. 90815

Phone: (562) 985-4867 / Fax: (562) 985 - 5245

## Copy Deadline dates

(check all that apply)

### Fall 2017

- Week 1 Aug. 24 PRINT
- Week 2 Aug. 31 ONLINE
- Week 3 Sept. 7 PRINT
- Week 4 Sept. 14 ONLINE
- Week 5 Sept. 21 PRINT
- Week 6 Sept. 28 ONLINE
- Week 7 Oct. 5 PRINT
- Week 8 Oct. 12 ONLINE
- Week 9 Oct. 19 PRINT
- Week 10 Oct. 26 ONLINE
- Week 11 Nov. 2 PRINT
- Week 12 Nov. 9 ONLINE
- Week 13 Nov. 16 PRINT
- Week 14 Nov. 23 ONLINE
- Week 15 Nov. 30 PRINT
- Week 16 DEC. 7 PRINT

(on stands Dec. 18th)

### Spring 2018

- Week 1 January 18 PRINT
- Week 2 January 25 ONLINE
- Week 3 February 1 PRINT
- Week 4 February 8 ONLINE
- Week 5 February 15 PRINT
- Week 6 February 22 ONLINE
- Week 7 March 1 PRINT
- Week 8 March 8 ONLINE
- Week 9 March 15 PRINT
- Week 10 March 22 ONLINE
- Week 11 March 29 PRINT
- Week 12 April 5 ONLINE
- Week 13 April 12 PRINT
- Week 14 April 19 ONLINE
- Week 15 April 26 PRINT
- Week 16 May 3 PRINT

(on stands May 14th)

\*Denotes special or double issue

Company: \_\_\_\_\_

Company Representative: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Space Price: \_\_\_\_\_

Discounts Applied: \_\_\_\_\_

Contract Total: \_\_\_\_\_

Payment Schedule:  Weekly  Monthly  Full Contract

Notes: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

X \_\_\_\_\_

Authorized Signature: By signature, I attest to having read and agreed to this contract an any affixed riders or amendments. Further, I attest to having read and understood the advertising policies of 22 West Magazine.