

Classified Advertising Order Form

Something to sell...or rent...or buy?

Classified Listings in *Lake Superior Magazine's* Marketplace is an economical, effective way to buy or sell merchandise, services or opportunities. Reach out to a readership of 90,000+ with your listing ad!

Please **check** **issue(s)** in which your ads will appear.

- | Issue | Closing Date |
|---|---------------------|
| <input type="checkbox"/> Feb/Mar..... | December 5 |
| <input type="checkbox"/> Apr/May..... | February 5 |
| <input type="checkbox"/> June/July..... | April 5 |
| <input type="checkbox"/> Aug/Sept..... | June 5 |
| <input type="checkbox"/> Oct/Nov | August 5 |
| <input type="checkbox"/> Dec/Jan | October 5 |
| <input type="checkbox"/> Travel Guide | November 5 |

	Next TG only	7 TIMES	5-6 TIMES	3-4 TIMES	2 TIMES	LSM I TIME
1 Inch	164	94	106	112	116	120
2 Inches	300	174	194	208	214	222
3 Inches	436	254	282	302	312	324
4 Inches	574	334	372	398	410	426
Add'l Inch	138	80	90	96	98	102

Note: add \$25 per color graphic per insertion

Approximately 20 to 25 words per inch. An additional charge of \$25 for each color graphic (photo, logo or artwork) per ad per insertion. Schedule to be prepaid in full (based on U.S. Funds). For more information, call **218-722-5002** or toll-free **888-BIG LAKE (888-244-5253)**.

Information for Listing: Classification Category: _____

Ad Copy (Please print or type and include business name, location and phone number):

The MarketPlace is featured in all six regular issues of *Lake Superior Magazine* and *Lake Superior Travel Guide*

Classified Listing form must be **completed and signed**. Not responsible for illegible handwriting. Pricing based on total buy at start of contract period. **All contracts prepaid**. Copy and payment must arrive by closing date. We accept MasterCard and VISA.

Method of Payment: Check VISA MasterCard Full Payment Appreciated

Amount of Payment (from box at right) \$ _____

Card No. _____ CVV _____ Expires: Mo. _____ Yr. _____

Business Name _____ Daytime Telephone: _____

Address: (billing) _____ Fax Number: _____

City _____ State/Province _____ ZIP+4/Postal Code _____

Email _____ Website _____

Name (Please Print) _____ **Title** _____

Authorizing Signature: _____ **Date** _____

Please complete:			
<u>Qty.</u>	<u>Item</u>	<u>Cost</u>	<u>Total</u>
_____	inches (from above)	_____	_____
_____	graphics @ \$25 each	_____	_____
Subtotal		_____	_____
<input type="checkbox"/> Multiple insertions: Multiply subtotal above by number of issues _____			
Total Payment Enclosed		_____	_____



P.O. Box 16417
Duluth, Minnesota 55816-0417
218-722-5002 • 888-BIG LAKE (888-244-5253)
FAX 218-722-4096
†Adv Manager – adv@lakesuperior.com

File # _____ Date Pd. _____ New/Renew _____
Adv. Rep. _____ Amt. Pd. _____ Frequency _____
 ___-1 • ___-2 • ___-3 • ___-4 • ___-5 • ___-6 • ___TG • ___OL

General Advertising Information

- The Contract** This agreement is executed between the advertiser/agency and Lake Superior Port Cities Inc., a Minnesota media company, publisher of *Lake Superior Magazine*, *Lake Superior Travel Guide*, *LakeSuperior.com* and its associated domains and *Lake Superior Newsletters* and its assigns.
- Integration** This written Agreement constitutes the final and entire agreement of the parties hereto and supersedes all prior agreements. This Agreement may not be modified, amended or changed except by a writing signed by all parties hereto.
- Advertising Agencies** All rates are NET (non-commissioned). Advertisements are published for the benefit of the agency and advertiser, therefore each is jointly liable for all charges. Agency and/or advertiser accounts unpaid and past due more than 90 days will be turned over for legal action. Agency and advertiser are jointly responsible for all costs of such action.
- Credit Policies** All advertisers must prepay for the *Lake Superior Travel Guide* by October 31 or within 10 days of contract signing thereafter for inclusion in the next guide issued in January.
- All new accounts for *Lake Superior Magazine*, *LakeSuperior.com* and *Lake Superior Newsletters* will be required to pay in advance for at least the first insertion. A current Credit Application and credit approval are required prior to extending credit following the first insertion.
- Advertising schedules of existing accounts, including advertising agency accounts, will be suspended if account goes unpaid beyond 30 days past invoice date, and/or account may be put on "prepay" status for future issues. Existing advertisers who have taken more than 30 days to pay previous invoices will also be asked to prepay future insertions.
- Invoicing and Terms** *Lake Superior Magazine* invoices are generally issued on the first day of publication and are due within 30 days of the invoice date.
- Lake Superior Travel Guide* Annual invoices will be issued beginning August 10 (or when contract is signed if after September 10). All payments are due by October 31 or within 10 days of contract signing thereafter. MasterCard, VISA, Discover and American Express credit cards are accepted.
- LakeSuperior.com* and *Lake Superior Newsletters* online invoices are issued and due upon execution of the contract.
- All payments must be made in U.S. dollars drawn on a U.S. Bank or, if Canadian Funds, equivalent to the invoiced amount using the exchange rate on the day of payment, plus 5% bank handling fee. Any additional exchange fees will be invoiced following the transaction.
- Production Charges** Preparation of artwork, special production costs, halftones and separations, typesetting, electronic files and client-requested changes will be billed separately to the advertiser.
- Finance Charges** A finance charge will be assessed against any unpaid balance beyond 30 days of our terms. Finance charge is computed by a Periodic rate of 1.5% per month (minimum of \$.50 for balances under \$50.00) which is an annual percentage rate of 18% applied to your previous balance less any payments or credits.
- Rates** Advertising must be inserted within one year of first insertion to earn frequency discount rates. An advertiser who does not complete a committed schedule will be subject to a short rate. This short rate will be billed at the difference between the original contracted rate and the actual earned frequency rate under the rate card in existence at the time of this contract. Subsequent changes to this contract shall be considered under the rate card in existence at the time of the change.
- Cancellation** Neither the advertiser nor its agent may cancel after the deadline date. *Covers are non-cancelable*. If materials are not received by deadline, publisher may repeat most recent advertisement or publish nothing, billing for advertisement space. Neither advertiser nor Lake Superior Port Cities Inc. is liable for fulfillment of this agreement if such is made impossible by suspension of business due to strike, fire, floods or acts of God.
- Authorization** All advertisements are accepted and published by the publisher on the representation that the advertiser, advertiser's representative and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser, advertiser's representative and/or advertising agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from claims or suits for libel, violations of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- Acceptance** All orders are subject to publisher's acceptance. Publisher reserves the right to edit, reject or cancel for any reason any advertising, including any advertising which in the opinion of the publisher does not conform to the standards or design of the publication.
- Choice of Law** This Advertising Contract shall be interpreted and construed by and under the laws of the state of Minnesota, U.S.A.