



Ph: 731-514-8203
 Fx: 888-777-8546
 info@Hwy54Media.com
 www.Hwy54Media.com

ADVERTISING AGREEMENT

To reserve ad space with Hwy 54 Media Co, please complete the information below:

Company Name: _____
 Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____

Ad size _____

All recurring invoices are due by 10th of month prior to publication



Monthly Cost: _____
 Total: _____
 Collected: _____
 Balance Due: _____

I choose the following terms:

6 Month **12 Month**

Prices shown are per month

12 month	Magazine	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
		\$500	\$400	\$350	\$300	\$200	\$125

6 month	Magazine	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page
		\$550	\$450	\$400	\$350	\$250	\$150

Publishing Agreement

This Magazine Publishing Agreement, date as of _____, is made by and between _____ and Hwy 54 Media Co (hereinafter referred to as "Hwy 54") WHEREAS, Hwy 54 is in the business of producing high quality monthly magazines and distributing 2,500 magazines directly to Weakley County residents by distribution from local businesses. NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein and other good and valuable consideration, the receipt and sufficient of which are hereby acknowledged, the parties hereby agree as follows:

The publication, content, appearance and distribution of the magazine shall be in accordance with the following:

DELIVERY: Hwy 54 shall distribute the monthly magazines between the 1st and the 7th day of each month, however, it is understood that holidays, printing delays, assimilation of information, shortened months and similar factors may produce occasional delays.

FORMAT: The format and quality of the magazine shall be generally similar to the sample provided by Hwy 54. Keeping a family friendly environment, the content of the magazine, including ad content, shall be at the discretion of Hwy 54. Content may be drawn from local residents, businesses, freelance writer, and the editorial staff of Hwy 54 or reputable websites that allow reprint remissions. Hwy 54 reserves the right to change the standard format of the Magazine from month to month as the information to be published changes. All advertising created by Hwy 54 remains property of Hwy 54.

TERM: The term of the this Agreement shall be for _____ consecutive magazines commencing on the date hereof (the "Initial Term") and will renew automatically for additional, successive agreed period unless notice of non-renewal is given to Hwy 54 at least (60) sixty days but not more than (90) ninety days prior to the end of the initial term (the initial term and any renewal term, the "Term"). Six month agreements cannot be cancelled. Twelve month agreement may be cancelled after first consecutive six months with a 60 day written notice.

Each monthly payment is due by the 10th of each month preceding publication. Example: Due date for May magazine is April 10th.

Advertiser agrees to provide ad content by the 10th of each month prior to publication. Example: Due date for May magazine is April 10th. If ad is not received by the 15th of each month the previous months ad will be used and published.

Publisher's liability for any error will not exceed the cost of the advertisement's space. Publisher reserves the right to add the word "Advertisement" to or reject advertising that simulates editorial. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, act of God, or any circumstance not within the control of the publisher. Publisher can not be held liable for any amount greater than the cost of production of advertisement and will not be held responsible for trademark infringement or lack of permission of art.

This Agreement shall be governed by the law of the State of Tennessee.

IN WITNESS WHEREOF, the parties have duly executed this Agreement under seal as of the date first above written.
Hwy 54 Media Co.

By: _____
Name: Larry Skarsten
Title: President
Address for Notices: **4640 Greenfield Hwy 54, Dresden, TN 38225**

All invoices are due by
10th of month prior to
publication

Name: _____

Signature: _____

Title: _____ Date: _____



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Recurring Payment Authorization Form

Schedule your payment to be automatically deducted from your bank account, or charged to your Visa, MasterCard, American Express or Discover Card. Just complete and sign this form to get started!

Recurring Payments Will Make Your Life Easier:

- It's convenient (saving you time and postage)
Your payment is always on time (even if you're out of town), eliminating late charges

Here's How Recurring Payments Work:

You authorize regularly scheduled charges to your checking/savings account or credit card. You will be charged the amount indicated below each billing period. A receipt for each payment will be emailed to you and the charge will appear on your bank statement as an "ACH Debit." You agree that no prior-notification will be provided unless the date or amount changes, in which case you will receive notice from us at least 10 days prior to the payment being collected.

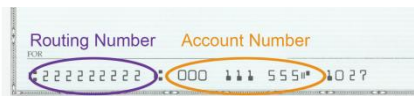
Please complete the information below:

I (full name) authorize Hwy 54 Media Co. to charge my credit card indicated below for \$ on the (day or date) of each consecutive month for months of advertising.

Billing Address Phone#
City, State, Zip Email

Checking/ Savings Account

Form for checking/savings account with fields for Name on Acct, Bank Name, Account Number, Bank Routing #, Bank City/State, and checkboxes for Checking and Savings.



Credit Card

Form for credit card with checkboxes for Visa, MasterCard, Amex, Discover, and fields for Cardholder Name, Account Number, Exp. Date, and CVV.

SIGNATURE DATE

I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify Hwy 54 Media Co. in writing of any changes in my account information or termination of this authorization at least 15 days prior to the next billing date.