

The Hippo Magazine Advertising Contract and Insertion Order

Advertiser _____	Contact Name _____
Address _____	City _____ State _____ Zip _____
Phone _____	Fax _____ E-Mail _____
Special Instructions _____	
Ad Size _____	Frequency _____ Directory Listing Only* _____ Business Type _____
Run Date(s) _____	(issue) through _____ (issue) Placement (If applicable) _____
Ad Cost \$ _____	Per Issue x _____ Issues = \$ _____ Minus (-) Adv. Pmt. of \$ _____ = \$ _____ Balance Due
Monthly Payments of \$ _____	Mo. x _____ Mo. Beginning on ___/___/___ Ending on ___/___/___

Terms

With this insertion order we authorize AKA Entertainment & Media (Publisher) to publish our advertisement in the Hippo in accordance with the guidelines set forth herein.

We understand and agree to the terms of payment as follows:

A payment of at least half of (1) issue ad cost is due with signed insertion order. The balance will be billed monthly on the first of each month until balance is paid in full (unless other terms are negotiated). Production charges (if applicable) will be negotiated and billed separately. If advertiser fails to adhere to contracted run-dates and/or financial terms as set forth, advertiser will be considered in default of contract and assumes financial responsibility for the contract's entire amount plus collection and attorney fees. A late payment fee of \$25 per month will be assessed until debt is paid in full.

AKA Enterprises shall be liable for advertising errors resulting from its own negligence only to the extent of reprinting a corrected ad in a subsequent book or by crediting advertiser's account.

All advertising content is subject to acceptance by the Publisher who reserves the right to refuse any and all copy. It is the Publisher's policy not to accept any misleading or deceptive advertising. If accepted advertising matter resembles news matter, the word "Advertisement" will be added. Failure to meet deadlines for copy and/or artwork does not exempt advertiser from obligation to pay for reserved ad space.

All original artwork created by AKA Entertainment & Media staff remains the property of AKA Entertainment & Media.

With my signature below I acknowledge that I am authorized to enter into this agreement on behalf of said advertiser and agree to terms and conditions as set forth herein.

Authorized Advertiser Representative's Signature

Date

Hippo Account Executive _____

Total Contract Amount \$ _____

Received \$ _____ **Received by** _____ **(Initial)**

Balance \$ _____

Please make all checks payable to: AKA Entertainment & Media 518-A South Elm Street Greensboro, NC 27406 336 707-9188