



2016 Advertising Agreement/Insertion Order  
Please complete and mail, or scan and email to:  
DMcLean@MaineSeniorGuide.com

Advertiser

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

Contact/Title: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Agency Information (If applicable)

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_

Contact/Title: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: \_\_\_\_\_

Advertising Level

Compass Rose: \_\_\_\_\_ X \$1,500 \_\_\_\_\_

Sextant \_\_\_\_\_ X \$600 = \_\_\_\_\_

Total bill: \_\_\_\_\_

Payment type: \_\_\_\_\_ credit card \_\_\_\_\_ check

Name on card: \_\_\_\_\_

\_\_\_ MC \_\_\_ Visa \_\_\_ AmEx \_\_\_ Discover card number: \_\_\_\_\_

Code on back: \_\_\_\_\_ Exp date: \_\_\_\_\_

Billing zip code: \_\_\_\_\_

Advertiser Signature: \_\_\_\_\_ MSG: \_\_\_\_\_

Date \_\_\_\_\_

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

By signing this contract, you agree to adhere to the Maine Senior Guide advertising policy,  
which serves as an addendum to this contract.



## Advertising Policy

Please complete and mail, or scan and email to:  
DMcLean@MaineSeniorGuide.com

### 1. Introduction

The purpose of this policy is to inform advertisers and advertising agencies interested in placing advertisements at Maine Senior Guide of the terms and conditions for doing so.

### 2. Acceptance of Advertising and conditions

Maine Senior Guide, LLC in its sole discretion, reserves the right to decline or to accept any proposed advertising. Maine Senior Guide LLC reserves the right to reject, in its sole and unfettered discretion, any ad that Maine Senior Guide LLC deems inappropriate to its policies and standards (including those which may be construed as confusing and/or competing with current Maine Senior Guide LLC trademarks, products or services); is untrue, unethical, or intended to deceive; is offensive to one or more segments of the membership; or is likely to discredit Maine Senior Guide LLC.

### 3. Intellectual property

In consideration for Maine Senior Guide LLC agreeing to publish an advertisement, the advertiser agrees that s/he is fully authorized and licensed to use all intellectual property contained in the advertisement, and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does not constitute an invasion of privacy. Advertisers agree to defend, indemnify and hold Maine Senior Guide LLC harmless from and against any loss, expense or liability resulting from claims or suits for libel, slander, violation of rights or privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisements.

### 4. Written contracts

Written contracts are required for advertising. A Maine Senior Guide LLC contract for advertising must be completed and signed before advertising will be run. The signed contract will serve as a blanket insertion order for the entire duration of the contract. Maine Senior Guide LLC will publish advertising within 10 days of receipt of payment.

### 5. Liability

Maine Senior Guide LLCs liability to the advertiser shall not exceed the amount paid to Maine Senior Guide LLC for the applicable advertisement. Maine Senior Guide LLC shall not be liable for incomplete performance or non-performance in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any other condition beyond the control of Maine Senior Guide LLC affecting production or delivery in any manner. Publishing or acceptance of an advertisement in neither a guarantee nor an endorsement of the advertiser's product or service.

### 6. Errors in key numbers or omission of ads

Maine Senior Guide LLC is not responsible for errors in key numbers and assumes no liability if, for any reason, an advertisement is omitted. Corrections will be made as soon as errors are brought to our attention.

### 7. Testimonials/endorsements used in ads

The names of Maine Senior Guide LLC members and the use of testimonials/endorsements will be permitted with signed permission.

### 8. Rates and billing

Current rate card prevails. Advertising contracts and insertion orders are accepted subject to the terms and provisions of our current Advertising Rate Card. Rates, conditions, and advertising placements are subject to change without notice.

### 9. Payment of Invoice and Delinquent Accounts

Advertising payments are due with thirty (30) days of the invoice date. Late payments may be assessed at 1.5% per month or the highest rate permitted by law. An advertiser that has an invoice that is more than 60 days in arrears will be denied further Maine Senior Guide LLC advertising/exhibiting/sponsorship opportunities until payment of the outstanding invoice(s) is received. We have the right to discontinue any advertising that is more than 60 days in arrears.

### 10. Joint Liability for Advertising Payments

The advertiser and its affiliates or authorized agents shall be jointly and severally liable for payment owed to Maine Senior Guide LLC. An obligation incurred by an advertising agency on behalf of an advertiser is the responsibility of, and is guaranteed by, the advertiser if the agency fails to make payment. Should the advertiser or its agent fail to fulfill such payment obligation, the advertiser or its agent will be immediately re-billed and fully liable for the amount owed plus any accrued interest. A collection agency will be used to secure unpaid accounts.

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Maine Senior Guide Advertising Sales PO Box 48 Freeport, Maine 04032-0048

[DMcLean@MaineSeniorGuide.com](mailto:DMcLean@MaineSeniorGuide.com)