

The Mesa Press Advertising Contract

7250 Mesa College Dr., San Diego, CA 92111 (619) 388-2630 mesa.press@gmail.com

Advertiser: _____

Type of business: _____

Billing address: _____

City: _____ State: _____ ZIP: _____

Phone number: (____) _____ Fax number: (____) _____

Local address (if any): _____

City: _____ State: _____ ZIP: _____

This agreement is made on _____ 20 _____ between The Mesa Press newspaper and _____ (the "advertiser").

Whereas the advertiser wished to purchase display advertising space in The Mesa Press, the newspaper and the advertiser agree to the following:

- 1) The Mesa Press will publish a _____-by-_____ -inch display advertisement in its _____ (date/s) issue at the rate indicated in the newspaper's current rate schedule, which is incorporated herein and made part of this agreement.
- 2) The Mesa Press reserves the right to refuse any advertisement or advertisement copy. The newspaper accepts copy only by publishing it. All advertising acceptance is subject to space and color availability, as outlined in the newspaper's policy, which is incorporated herein by reference and made part of this agreement.
- 3) The advertiser understands that The Mesa Press is a student newspaper partially funded or supported by the San Diego Community College District.
- 4) None of the terms and conditions of this agreement may be altered except in writing, signed by an authorized representative of the company.
- 5) All rate quotes are for single advertisers only.
- 6) All advertisement copy that represents the creative effort of The Mesa Press and/or the utilization of creativity, illustration, labor, composition or material furnished by the newspaper, is and remains the property of the newspaper, including all rights of copyright therein. The advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any advertising copy for use in any other medium without the express written consent of The Mesa Press.
- 7) In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be paid by the advertiser.
- 8) This agreement may not be transferred or sold by advertisers.
- 9) This agreement cannot be invalidated by typographical errors, incorrect insertions or omission in advertising publishing. The Mesa Press agrees to run corrective advertisement for that first insertion or omission. The advertiser shall notify the newspaper of such errors in time for correction before the second insertion or omission. The Mesa Press shall not be liable to the advertiser for any loss that results from the incorrect publication or failure to publish any of its advertisement.
- 10) The advertiser shall make payment within 30 days of the billing date indicated on The Mesa Press' invoice, and shall become delinquent after that time. All past-due accounts will be assessed a 20 percent late charge each week for which the payment is overdue. Payment more than 60 days overdue

will result in revocation of advertising privileges, as outlined in the newspaper's billing policy, which is incorporated herein by reference and made part of this agreement.

Don't forget to sign! ↓

For the advertiser:

Signature: _____

Print Name: _____

Title: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Phone Number: () _____

Please fax pages 4 and 5 to (619) 388-2835 or email to mesa.press@gmail.com.

Ad Creative Requirements

- PDF or JPEG with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale