

# BuildersNotebook

Your #1 Source For Construction Information

## 15,000 READERS!!

from Los Angeles to San Luis Obispo

### ADVERTISING CONTRACT

(all ads are sold annually (10 issues) and come with a *free* subscription to the Builders Notebook, listing in the directory, and referral listing, please see advertising contract for additional terms)...

#### ADVERTISING RATES

Ad Size	Annual Non-Member Rate	Per Ad Cost	Annual Member Rate	Selection
1/32	\$299	\$29 per issue	\$149	<input type="checkbox"/>
1/16	\$513	\$51 per issue	\$256	<input type="checkbox"/>
1/8	\$973	\$97 per issue	\$486	<input type="checkbox"/>
1/4	\$1,932	\$193 per issue	\$1,545	<input type="checkbox"/>
1/2	\$3,762	\$376 per issue	\$3,062	<input type="checkbox"/>
3/4	\$4,875	\$487 per issue	\$4,175	<input type="checkbox"/>
Full	\$5,500	\$550 per issue	\$4,800	<input type="checkbox"/>

**FILL IN FORM BELOW**-----**For color add \$750 per year (wholesale rate)**

Company Name: \_\_\_\_\_ Owners Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
e-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_  
License#: \_\_\_\_\_ License Type(s): \_\_\_\_\_  
I am a...(circle all that apply): Contractor Architect Engineer Manufacturer Other

Do you want be included in our free referral service? YES NO (if yes, an additional form will be faxed to you)

PAYMENT: Check # Visa/MC: - - - Exp /

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

**I have read and understand the terms provided on the reverse side of this form.**

**NOTE:** Please see below for terms and conditions. All ad design work not prepared by Contractor's Services, must be received in readable digital format five (5) days prior to print deadline. All ad artwork must be saved as a .tiff and be read by a Windows based system. We can prepare your ad for \$70 per hour. Cost for color is an additional \$750 per year. Additional services can be used on a regular basis, by signing a contract and agreement form. For additional information, please ask your sales representative. You can contact us by calling (877) PRO-LIEN (776-5436). Builders Notebook and BN Weekly are trademarks of Contractor's Services. Builders Notebook Plan Room phone numbers: 805.962.3194 fax 805.962.3074. \*\*\*\* We DO NOT provide credit terms. All accounts are due upon receipt, late fees and collections fees will be collected and interest will be charged at 1.5% per month on all past due accounts. NO REFUNDS. Payment can be made by VISA or MC, there is a 3% fee as charged to us by VISA/MC companies. See additional terms and conditions below:

- (a) If advertising is not paid in full according to the terms of this contract and agreement, you will be obligated to pay interest on the entire unpaid amount of the contract at the rate of eighteen percent (18%) per annum, or the maximum legal rate, until the date the entire amount is paid in full.
- (b) In the event that you do not pay your agreement in full results in any type of legal action, you will be responsible and liable for all costs, fees, charges, expenses, and reasonable legal fees incurred in connection with such efforts of CSSBC.
- (c) GOVERNING LAW: This agreement shall be governed by and construed in accordance with the laws of the State of California. VENUE: The parties agree that all actions or proceedings arising in connection with this contract, and any related documents, shall be tried and litigated only in the County of Santa Barbara, California.
- (d) In the event that a check submitted by you is dishonored, you will be charged a fee of \$25 plus late charges.
- (e) Contracts and agreements must be bona fide and must specify a year and advertising dates.
- (f) The publisher reserves the right to accept or reject all advertising copy that implies any misleading statements, is contrary to state or federal laws, or is not in the best interest of the readers, even if copy or ad was previously accepted or published.
- (g) All advertisements are accepted and published by the publisher on the representation that the advertiser is properly authorized to publish the entire contents thereof. You, on behalf of your organization agree to indemnify and hold harmless publisher (CSSBC), from and against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisements.
- (h) Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due to publisher.
- (i) This instrument constitutes the sole and only agreement of the parties to this Contract and Agreement relating to the advertising and correctly sets forth the rights, duties, and obligations of each to the other as of its date. Any prior agreements, promises, negotiations, or representations not expressly set forth in this Contract are of no force and effect.
- (j) This Contract shall bind and inure to the benefit of the parties hereto their respective personal representatives, successor in interest and assigns, as such as permitted herein.
- (k) All verbal instructions for advertising must be submitted in writing.
- (l) Advertiser agrees to hold harmless from liability any errors or omissions on advertisements. The liability shall never exceed the unused portion of the advertising rate pre-paid.
- (m) Advertiser and/or advertising agency agree to indemnify, defend, and hold harmless the publisher (CSSBC) from any and all liability of advertising content, including: photographs, artwork, maps, copyrighted matter, trademarks, unauthorized names and phone numbers.
- (n) Advertisements will not be published without approval of finished artwork, noted by initials from an advertiser's representative.
- (o) Any and all artwork prepared by CSSBC is due and payable according to the terms in this contract and agreement. The rate of graphic design work is billed at \$70 per hour, scanning or special services not available to publisher will be billed separately. You agree to pay for design services.
- (p) Graphic design work is billed for if services are rendered, regardless of any cancellation. If cancellation occurs, or if advertiser fails to make monthly payments, full design fees will apply minus the discounted initial fee and advertiser will be immediately billed for such.
- (q) Un-contracted rates are subject to change without notice.
- (r) Regardless of payment terms, if you enter into contract hereto, you agree to pay for the total annual amount of this contract. We do not offer month to month credit, if you decide to cancel, you must write a letter asking to cancel within 30 days of this contract, you will be refunded only the unused portion. Requests must be mailed to PO Box 4883, SB CA 93140. No phone calls accepted.
- (s) All ads are sold pre-paid for 10 issues. Contract may be continued at current rate at the discretion of publisher, if advertiser continues to pay monthly rate as stated above.