

California Schools Advertising Contract

This insertion order will authorize you to run our advertising in the following issues of California Schools:

| YEAR | AD SIZE (Indicate vertical or horizontal) | COST |
|--------|--|-------|
| Fall | 2010 | _____ |
| Winter | 2010 | _____ |
| Spring | 2011 | _____ |
| Summer | 2011 | _____ |



OPTIONS: Bleed _____
 Color _____ Specify: _____
 Position _____ Specify: _____
 Other _____ Specify: _____

Please check if you are a
California Schools Business Affiliate

Total Cost: _____

TERMS AND CONDITIONS

- Credit may be granted to advertisers upon approval of credit application. Payment is required with contract for first insertion.
- Invoices mailed upon publication, net 30 days. No cash discount. Interest on any overdue amounts is 1-1/2 percent per month.
- Rates subject to change upon 30 days notice in writing from publisher. Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by deadline.
- An advertiser who fails to complete a committed schedule within the contract period will be subject to a short rate. Such cancellations will not be accepted after the closing date for space and must be in writing. The amount of the short rate is the difference between the order and the actual earned rate.
- Cancellation of any portion of a contract voids all rate and position protection.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to identify as "advertisement" any ads that appear in the magazine.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.
- The publisher is not responsible for errors in key numbers. All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher's liability for any error will not exceed the cost of space occupied by such error.

Firm Name _____ Phone No. () _____

Address _____ FAX No. () _____

City _____ State _____ Zip _____

Signature _____ Date _____

Print Name & Title _____ E-mail _____

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION

Invoice me direct. Invoice my agency listed below. I assume full responsibility for payment if my agency fails to honor your invoice.

Advertising Agency _____ Phone No. () _____

Address _____ FAX No. () _____

City _____ State _____ Zip _____

Authorized Signature _____ Date _____

Name & Title _____ P.O. # _____

Send complete advertising contract to Cindy Warfe at address below:

Advertising Information/Advertising Materials
 California Schools, Cindy Warfe
 P.O. Box 1660, West Sacramento, CA 95691-1660
 916-371-4691 FAX 916-372-3369