

The Oshkosh West INDEX

www.the-index.org

“Your source for Wildcat news”

Advertising Contract

2010-2011

Business Name: _____ Phone Number: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____ E-mail: _____

Name and Title of Individual Authorizing Contract: _____

	Issue Date	Theme	Ad Deadline	
<input type="checkbox"/>	October 1	Back To School	September 25	Ad Number: _____ (see attached sheet) Please circle one: (Need Ad Designed) (Submit Own Ad Copy)
<input type="checkbox"/>	October 22	Halloween	October 16	
<input type="checkbox"/>	November 18	Autumn	November 13	
<input type="checkbox"/>	January 28	Winter	January 22	
<input type="checkbox"/>	February 25	Valentine's Day	February 19	
<input type="checkbox"/>	March 25	Spring	March 19	
<input type="checkbox"/>	April 21	Prom	April 16	
<input type="checkbox"/>	May 27	Graduation	May 21	

Terms of Payment:

For your convenience, we are pleased to offer you two billing plans. The first plan is the traditional issue-by-issue billing cycle. After the issue has been published, you will receive a bill for your advertisement, accompanied by a copy of your ad as it was published, due payable within 30 days of the billing date. The second plan is a much simpler up-front payment. You will pay for all of your advertisements in one lump-sum payment. Please indicate your preference below.

We also offer a special rate for extended support of our publication. These discounts are as follows: 5% for 2-3 issues, 10% for 4-7 issues, and 15% for a full year of eight issues.

The Oshkosh West Index feels that it is important that you understand that we are a student-run publication that functions primarily on advertising revenue. When an advertiser chooses not to pay, the overall quality of the paper decreases. It is for that reason that we reserve the right to impose a 15% late penalty on all accounts that are more than 30 days overdue.

Please circle one:

(Lump Sum)

(Installments)

Signature of Authorized Agent

Ask about advertising online!

Trent Scott - General Advisor
 Emily Pyle- Business Manager
 Natalie Graceffa- Ads Manager
 Joshua Lyons- Website Manager and Production Manager

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 E-mail: ads@the-index.org

White Copy: **INDEX**

Blue Copy: **Advertiser**