



# Sun Senior News • Antelope News • Woodcreek News

Email: [ad@egnews.com](mailto:ad@egnews.com) • Ph: (916) 727-6383 • Fax: 916-727-6373 • [www.egnews.com](http://www.egnews.com)  
5098 Foothills Blvd. #3-405, Roseville, CA 95747

## Display Advertising Agreement – Please print clearly. Fax to: 916-727-6373 (Page 1 of 2)

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone (1) : \_\_\_\_\_ Phone (2) : \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail (essential): \_\_\_\_\_

**Any Advertisement may be refused at anytime without explanation (Ad policy on page 2)**

### Ad Size, Rate, Length of Agreement

*All Ads are pre-paid monthly and Ads must run in consecutive months. "Last Month" indicates the last issue that should include your Ad.*

**\*LINCON HILLS has a 6 month minimum agreement**

Lincoln Hills – Sun Senior News:\* Ad Size: \_\_\_\_\_ Monthly Rate: \_\_\_\_\_ First Month: \_\_\_\_\_ Last Month: \_\_\_\_\_

Roseville – Sun Senior News: Ad Size: \_\_\_\_\_ Monthly Rate: \_\_\_\_\_ First Month: \_\_\_\_\_ Last Month: \_\_\_\_\_

Antelope News: Ad Size: \_\_\_\_\_ Monthly Rate: \_\_\_\_\_ First Month: \_\_\_\_\_ Last Month: \_\_\_\_\_

Woodcreek News: Ad Size: \_\_\_\_\_ Monthly Rate: \_\_\_\_\_ First Month: \_\_\_\_\_ Last Month: \_\_\_\_\_

Note: If you intend to advertise with us longer than one year, please put INDF in the "Last Month:" space above. INDF = Indefinitely and is understood to mean the ad will run for at least 12 issues (one year); however, no renewal agreement is necessary. The advertising space will be reserved each month until cancelled. The majority of our advertisers have this agreement. After 12 consecutive months, your ad space may be cancelled by the 10th of any month. Rates may be adjusted after the first year, but adjustment are rare and moderate.

**Payments: All Advertising is pre-paid, monthly** (i.e. Payment for June's advertising is due by May15th; etc): We accept Visa, Mastercard and checks. If paying by credit card, please request a Credit Card Form to be faxed or email to you. If an invoice is necessary for payment, please email billing information.

**If paying by check, the check can be made to, and mailed to:**

Sun Senior News (or the name of any of our publications)  
5098 Foothills Blvd. #3-405  
Roseville, CA 95747  
(This is a UPS Store at the intersection of Foothills/Junction)

Our publications are generally mailed to residents around the 1st of each month, but can vary as much as 10 days. Please see page 2 for more details on deliveries.

All Display Ad Advertisers will normally receive a tear-sheet and a receipt by the 10th of the month following publication. If paying by check, you will also receive an envelope to send the next month's payment in.

**AD SUBMISSION and CANCELLATION DEADLINE:** Any ad changes are due by the 10th of each month. If we don't receive a new ad or changes by the 10th, its understood that the current ad will continue, unless your agreement has expired. The 10th is also the deadline for cancelling Ads, or modifying agreements.

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

*More information on next page....*



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## Advertising Refusal, disclaimers:

Any advertising may be refused without explanation.

Any advertising may be refused at any time, refund any money paid, reject any offer to advertise, or to cancel any advertisement. Abbreviations, copy and entire ads are subject to final approval of EG NEWS INC and reserves the right to refuse or reject any advertisement or any portion of advertisement.

Any party submitting content for publication, including advertisers and/or advertising agency agrees to indemnify, hold harmless, and defend EG NEWS INC, it's officers, agents, employees and contractors, against any and all liability, claim, loss or expense, arising from, but not limited to, claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement; for all contents supplied to publisher, including text, representations and illustrations of advertisements printed.

All advertising material designed by EG NEWS INC remains the exclusive property of EG NEWS INC and may not be reused in any other publication, or for flyers, without the written, prior consent of EG NEWS INC. EG NEWS INC reserves the right to insert "Advertisement" on advertisements appearing to be news material.

## Errors & Omissions; Print Quality; Delivery Dates; Delivery Areas and Counts; Results

In any event, the liability of an error or omission on our part is limited to a refund of the rate charged for services provided.

- **Advertising Errors or Omissions:** We are not responsible for errors or omissions after an ad proof has been approved or in client provided files/Ads. Ads accidentally omitted from publications result in no charge to the client and no liability on our part.
- **Print Quality:** Advertisers understands that our publications are black and white, low-resolutions newsprint, and are subject to a wide-range of normal variations that may include but are not limited to various degrees of: smudging, non-solid black areas, fades, and "ink haze" from ads on opposing pages. In all cases the ads are considered acceptable unless the ad is "substantially unreadable."
- **Delivery Date:** Generally, publications are mailed around the 1st of each month. However, deliveries may range from the last few days of the current month to the 10th of the next month. Specific Delivery dates cannot be known, due to the discretion both the commercial printer and local post offices have over our deliveries. Events and promotion to be advertised in our publications should be scheduled after the first week of the month. (For example, a May issue may be mailed anytime from April 27th through May 10th.

- **Delivery Areas and Counts:** Each publication will be mailed by the US Postal Service to the geographical area that publication serves, to the extent that current and future modifications of US Postal carrier routes allow. It is understood that no publication should be expected to exceed a monthly distribution of 10,000 copies. Mailing priority will be from newest address to oldest address, as postal routes allow. The geographical and numeric accuracy of our mailings are dependent upon information provided by the US Postal Service. Our publication are considered "delivered" if mailed according to current postal count and route information. We are not responsible for or liable for errors made by the US Postal Service, including their counts and routes changes.
- **Results:** (important if you are new to advertising in general): The charge for our services are based on a agreement to distribute your advertisement in the method, quantities and locations represented, not a specific result or response. Due to an almost infinite number a variables that motivate consumers to purchase products or services, a specific level of results cannot be represented or guaranteed.
- **Ad Size Variation:** All published Ad size dimensions are rounded for convenience. Final published Ad sizes may vary up to 3% due to digital imaging requirements of the commercial printing process.

All the information provide to current and potential clients including printed information, websites, and this agreement is intended as general information that concerns the most common aspects of our services, and is not intended to cover every possible exception or variance. Please contact us if you have specific concerns, questions, exceptions, or need indepth detail regarding any area of our services, or third-party services we utilize for printing, inserting, mail preparation and US Postal services.

### Helpful Hints about our schedules and contacting us:

- The best way to contact us is email at: [ad@egnews.com](mailto:ad@egnews.com)  
We are a husband and wife team that does most of our "office work" at night, so we are not generally in the office to answers phones during what are considered normal business hours. You are always welcome to leave phone messages for us and we'll do our best to return your call as soon as we can. Email is preferred because we can answer it 24/7, from a variety of locations and situations

### Important Monthly Workflow dates:

- 10th:** Ad files or Ad changes are due.
- 15th:** Ads should be approved by clients and ready-to-publish. Ads are placed and considered final.
- 20th:** Our publications are prepared for commercial printing.