



# The Western Front

Communications Facility 230  
516 High Street, MS 9163  
Bellingham, Washington 98225-9163  
(360) 650-3160 • Fax: (360) 650-7775

**Thank you for advertising with the Western Front. Please fill out the following information completely, review the terms and conditions, sign, and return to your sales representative.**

### Advertiser Information:

Business:	_____	UBI#:	_____
Address:	_____	Billing Address:	_____
	(City) (State) (Zip)		(City) (State) (Zip)
Contact Person:	_____	Owner:	_____
Phone:	( ) - _____	Fax:	( ) - _____
Cell Phone:	( ) - _____	Email:	_____

### List of personnel authorized to sign for business:

1. Name:	_____	Signature:	_____
2. Name:	_____	Signature:	_____
3. Name:	_____	Signature:	_____

## Terms and Conditions

### ACCEPTANCE OF ADVERTISING:

All advertising is subject to acceptance by The Western Front (hereinafter called "The Front"), which reserves the right to approve, revise, or reject copy and/or artwork at its discretion.

All advertising copy received by The Front is delivered with the understanding that it becomes the property of The Front. All advertising matter, deadlines, etc., are subject to the regular published Western Front rate cards and rules.

### PROOFS:

Proofs will be provided on advertisements created by The Front. The Advertiser is responsible for checking the accuracy of proofs prior to publication. The Front is not responsible for errors in artwork and/or copy provided by the advertiser.

### CONTENT RESPONSIBILITY:

The Advertiser agrees to assume full and complete responsibility for the contents (including text representations, illustrations, and copyrights) of any advertisements placed in The Front. The Front is not responsible for advertising content.

### POSITIONING OF ADVERTISING:

Page position or advertising placement is not sold or guaranteed but is gladly given if and when possible.

### TEARSHEETS:

Tearsheets are mailed to each Advertiser with the invoice. Advertiser has 30 days to notify The Front of any errors. See "Errors and Corrections".

**ERRORS AND CORRECTIONS:**

Ad agreements will not be invalidated by insertions in wrong locations, by errors, or by omissions. Any wrong insertions, errors, or omissions will be made good only by additional publication of the advertisement wrongly inserted, or of the part of the advertisement in error.

The Front will not consider adjustment of payment for an advertisement involving typographical errors or erroneous insertion unless notice is given within 30 days of the run date. The Front will be responsible for errors in advertisements only in proportion to the bearing that error has in relation to the entire advertisement. The Front will make every reasonable effort to see that advertising is published as accepted and that pre-printed inserts are distributed as ordered. However, The Front will not be responsible for consequential damages resulting from failure to do so.

**ADVERTISING RATES:**

All advertising rates must be in compliance with those set and approved by Western Washington University. Rates that are not on the current approved rate cards will be considered a clerical error and The Front reserves the right to correct the error with an amended ad agreement and/or on the invoice.

Advertisers forwarding insertion orders that contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted, published, and charged for in accordance with the rates and regulations provided in our current approved rate schedule. Failure to make an order correspond in price, size, or rule will be regarded as a clerical error on the part of the Advertiser and advertising will be inserted and published without further notification.

The Front reserves the right to revise its advertising rates and/or any other condition/s set forth herein at any time upon 30 days notice to the Advertiser. All existing agreements will be honored at the agreed upon rate until agreement maturity.

**DISCOUNT RATE AGREEMENTS:**

Advertiser agrees to pay for advertising space even if it is not used, or ads already run and/or invoiced will be re-invoiced at the appropriate discount or open rate (as published on the rate card).

**INVOICES/STATEMENTS and PAYMENTS:**

All bills are due and payable in full within 30 days of invoice. Invoices will be mailed by Student Publications upon completion of the run date. Statements will be mailed by WWU Fiscal Services. Payment should be sent to Student Publications in the envelope enclosed with the invoice.

**PAST DUE ACCOUNTS:**

Unpaid balances will be assessed interest, late fees, and other charges related to collection activity in accordance with university policy. Western Washington University reserves the right to suspend advertising and/or place conditions on further business transactions with any advertiser as a result of failure to pay invoices in a timely manner. Suspensions placed on an overdue account will be in effect until past due balances are paid in full.

**HIGH-RISK ACCOUNTS:**

At the discretion of The Front, advertisers may be placed in a "high-risk" category for reasons such as, but not limited to, failure to pay in a timely manner, collections activity, or chronic failure to meet other terms and conditions of advertising. Accounts categorized as high-risk may include conditions such as invoicing and payment prior to placement of advertising.

*All terms and conditions contained herein are incorporated by reference and made part of all advertising agreements. By signing this document, the Advertiser accepts the terms and conditions contained in this document and states under penalty of perjury that he/she has the authorization to sign this agreement as an authorized representative of Advertiser.*

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

<i>Western Front Use Only:</i>	
W#: _____	Database Assigned: _____