

Submit payments to:  
**Michael David Media**  
 P.O. Box 331395  
 Nashville, TN 37203  
 Tel: (615) 832-5388  
 Fax: (615) 832-1040  
 sales@michaeldavidmedia.com  
 www.michaeldavidmedia.com

### GENERAL CONDITIONS

Cancellation of space must be submitted in writing before the closing date of the advertisement. Full rate will be billed for advertisements already published. Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the following General Conditions.

Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.

Conditions other than rates are subject to change by publisher without notice. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Positioning of the advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing.

The advertiser or its agency cannot make cancellations or changes in orders after the closing date.

Publisher will not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad or an error in the ad. In no event shall publisher be liable for indirect or consequential damages. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.

Publisher is not liable for delays in delivery and/or no-delivery in the event of an Act of God, actions by government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher effecting production or delivery in any manner.

As used in this section entitled, "General Conditions", the term "publisher" shall refer to Michael David Media / The AVENUE Magazine. All regulations, terms and conditions outlined on current rate card are applicable.

## Company Information

|   |         |
|---|---------|
| Company Name & Agency Name, if applicable |         |
| Address                                   |         |
| City/State/Zip                            |         |
| Phone                                     | Fax     |
| Contact Person                            | Title   |
| Email                                     | Website |

## Advertisement Specification

|   |   |
|---|---|
| <b>Frequency (check one)</b><br><input type="checkbox"/> One Time<br><input type="checkbox"/> Three Times<br><input type="checkbox"/> Six Times<br><input type="checkbox"/> Other: ____ Times | <b>Investment</b> \$ _____ X _____ = Subtotal: _____<br>+ Production Fee: _____<br>+ Other: _____<br><b>Total Investment:</b> <span style="border: 1px solid black; display: inline-block; width: 100px; height: 20px; vertical-align: middle;"></span> |
|---|---|

|   |   |   |      |      |  |      |  |  |  |  |  |  |  |  |   |  |  |  |
|---|---|---|------|------|--|------|--|--|--|--|--|--|--|--|---|--|--|--|
| <b>Advertisement Size (check one)</b><br><input type="checkbox"/> Front Cover<br><input type="checkbox"/> Back Cover<br><input type="checkbox"/> Inside Front Cover<br><input type="checkbox"/> Inside Back Cover<br><input type="checkbox"/> The Avenue Marketplace<br>Add'l Info: _____ | <input type="checkbox"/> Two-Page Spread<br><input type="checkbox"/> Full Page<br><input type="checkbox"/> Half Page<br><input type="checkbox"/> Quarter Page | <b>Issue (check all that apply)</b><br><table border="0"> <tr> <td></td> <td style="text-align: center;">Year</td> <td></td> <td style="text-align: center;">Year</td> </tr> <tr> <td><input type="checkbox"/> Jan/Feb _____</td> <td></td> <td><input type="checkbox"/> Jul/Aug _____</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Mar/Apr _____</td> <td></td> <td><input type="checkbox"/> Sep/Oct _____</td> <td></td> </tr> <tr> <td><input type="checkbox"/> May/June _____</td> <td></td> <td><input type="checkbox"/> Nov/Dec _____</td> <td></td> </tr> </table> |      | Year |  | Year | <input type="checkbox"/> Jan/Feb _____ |  | <input type="checkbox"/> Jul/Aug _____ |  | <input type="checkbox"/> Mar/Apr _____ |  | <input type="checkbox"/> Sep/Oct _____ |  | <input type="checkbox"/> May/June _____ |  | <input type="checkbox"/> Nov/Dec _____ |  |
|   | Year  |   | Year |      |  |      |  |  |  |  |  |  |  |  |   |  |  |  |
| <input type="checkbox"/> Jan/Feb _____  |   | <input type="checkbox"/> Jul/Aug _____  |      |      |  |      |  |  |  |  |  |  |  |  |   |  |  |  |
| <input type="checkbox"/> Mar/Apr _____  |   | <input type="checkbox"/> Sep/Oct _____  |      |      |  |      |  |  |  |  |  |  |  |  |   |  |  |  |
| <input type="checkbox"/> May/June _____   |   | <input type="checkbox"/> Nov/Dec _____  |      |      |  |      |  |  |  |  |  |  |  |  |   |  |  |  |

**Art (check one)**    The preferred file type for advertisements is JPG file with fonts and images embedded. Please provide files on either CD or through email, file transfer, or cloud storage.

All artwork must have a resolution of 300 dpi at 100% size for print, and please save as CMYK. Line art images should be at 1200 dpi (eg. illustrations in bitmap mode).

Design from enclosed sketch (Additional \$40.00 production fee applies)  
 Digital file on CD is enclosed (We prefer JPG file with all fonts and images embedded)  
 Reprint from archived *Avenue* magazine (Issue: \_\_\_\_\_ Page: \_\_\_\_\_)

### Accepted and Agreed to By:

**Signature (required)** \_\_\_\_\_

Agent for (Advertiser/Agency Name) \_\_\_\_\_ Date \_\_\_\_\_

## Payment Information

**Terms (check one)**

Payment in full     Deposit of: \$ \_\_\_\_\_ . Balance of \$ \_\_\_\_\_ net 30 days.  
 Interest charges of 3% monthly after 35 days past due.

Please bill my: (check one)     Visa     MC     Amex

Name on card: \_\_\_\_\_

Refer us to potential advertisers and receive 5% off for each name. **Total possible discount is 20% off this insertion order!**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_