



Advertising Order Form

Name: _____ Company: _____

Address: _____

Contact Telephone: _____ Contact E-mail: _____

Ad Size: **1/8** **1/4** **1/2** **Full** **Premier Full** (please circle) Number of Insertions: _____ Rate per Insertion: _____

Credit Card: **VISA** **MC** **AMEX** (please circle)

Card Number: _____ Expiration Date: _____ Security Code: _____

Terms & Conditions

1. A multi-issue commitment is required to earn other than the open rate.
2. Display advertising accepted on a cash-with-order basis only. VISA, MC and AMEX are accepted.
3. Advertising agencies that place advertisements, and receive statements, for their customers are acting as agents for the customer. Rates appearing in this publication are commissionable at 15% whenever such advertising is billed directly to an accredited advertising agency.
4. Placement of any advertising constitutes a specific representation by the advertiser of the advertiser's solvency, and that such advertising will be paid in full.
5. Position requests will be accommodated as best as possible. Exact positions are not guaranteed except in the case of Page 3 and the Back Cover.
6. Every effort will be made to return photographs or other materials furnished by advertisers upon their request, but *The Lead Miami Beach*, and its employees cannot be held responsible in case of loss or damage.
7. Political advertising for candidates and events relating only to Miami Beach or Miami-Dade County must be prepaid at the open rate. Ads must conform to all related laws and must be submitted one week prior to publication for approval.
8. *The Lead Miami Beach* reserves the right to refuse, alter, edit or omit any advertising submitted for publication, including adding the words "Paid Advertisement" above any advertisement set to resemble news matter.
9. Dates and times for cancellation of advertisement are the same as the deadlines for placing advertisements — i.e. the Friday before publication. If time permits, emergency cancellation of advertisements past deadlines will be accommodated for a 25% charge of advertisement cost.
10. Proofs are for error correction only. Layout revisions and/or extensive changes will result in composition charges.
11. *The Lead Miami Beach's* liability shall at no time or in any way exceed the cost of the space involved. Any error in any advertisement should be reported immediately as *The Lead Miami Beach's* liability is limited to first insertion, and ceases completely if not reported within five days of publication date. *The Lead Miami Beach* will provide a letter of correction specifying any error in an insertion. Make-goods are only available for ads that were in error and have been billed for. Both a credit and make-good for the same ad is not allowed.
12. The publishers reserve the right to change advertising rates at any time. Contract advertisers will be given notice 30 days prior and all contracts are accepted subject to this reservation. If such revisions are not acceptable to the advertiser, the advertiser shall have the right to resign or terminate the contract upon the date of change, by writing the newspaper upon notice of change.
13. The rates listed apply only to display advertising. Rates for Inserts and Classified listings are available upon request.
14. Advertisers signing multiple issue contracts will be billed at rates on current effective rate card and re-billed at higher rate if contract is not fulfilled, or credited if lower rate is earned during contract year.

I agree to the terms and conditions of this contract as outlined above.

Print Name: _____ Signed: _____ Date: _____

FIND THIS FORM ONLINE AT THELEADMIAMIBEACH.COM. E-MAIL IT TO **ADVERTISING@THELEADMIAMIBEACH.COM**.

THE LEAD MIAMI BEACH // 570-840-7620 // 1521 ALTON ROAD. #115 MIAMI BEACH, FL 33139