

# MDDC ADVERTISING 2005 NETWORK ORDER FORM and PAYMENT RECORD

MDDC Press Service • 2191 Defense Highway, #300 • Crofton, MD 21114 • 410-721-5115 Fax: 410-721-5909 • www.mddcpress.com

## ADVERTISER INFORMATION

Advertiser Name: \_\_\_\_\_ Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## MDDC CLASSIFIED ORDER INFORMATION

MDDC Rate:  Open Base – \$430  \_\_\_\_\_ Additional words @ \$8 each = \$ \_\_\_\_\_ Classified Total: \_\_\_\_\_

Run beginning week of: \_\_\_\_\_ Number of Insertions: \_\_\_\_\_  Buy Four, Get One Free

## MDDC 2X2 ORDER INFORMATION

2x2  Open Rate – \$1,250 Contract Rate:  6x – \$1,150 ea.  12x – \$1,075 ea.  26x – \$1,025 ea.  48x – \$975 ea.

2x4  Open Rate – \$2,500 Contract Rate:  6x – \$2,300 ea.  12x – \$2,150 ea.  26x – \$2,050 ea.  48x – \$1,950 ea.

Run beginning week of: \_\_\_\_\_ Number of Insertions: \_\_\_\_\_  2x2 Total: \_\_\_\_\_

## OUT-OF-STATE ORDER INFORMATION

**Out of State Classified:** (for additional states, use Order Notes section)

■ State: \_\_\_\_\_  Base/Add'l Word Rate: \_\_\_\_\_  Add'l words: \_\_\_\_\_  Classified Total: \_\_\_\_\_

■ State: \_\_\_\_\_  Base/Add'l Word Rate: \_\_\_\_\_  Add'l words: \_\_\_\_\_  Classified Total: \_\_\_\_\_

**Out of State 2x2:** (for additional states, use Order Notes section)

■ State: \_\_\_\_\_  2x2  4x2  Rate: \_\_\_\_\_ ■ State: \_\_\_\_\_  2x2  4x2  Rate: \_\_\_\_\_

■ State: \_\_\_\_\_  2x2  4x2  Rate: \_\_\_\_\_ ■ State: \_\_\_\_\_  2x2  4x2  Rate: \_\_\_\_\_

Run beginning week of: \_\_\_\_\_ Number of Insertions: \_\_\_\_\_  Out of State Total: \_\_\_\_\_

ORDER TOTAL: \$ \_\_\_\_\_  Charge By Insertion Week  Charge Full Amount  Receipt Requested

## PAYMENT INFORMATION

Visa Credit Card #: \_\_\_\_\_ Exp. \_\_\_\_\_

MasterCard Billing Address: \_\_\_\_\_

American Express

Check/Money Order Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Your signature on this form gives MDDC Press permission to charge the full extent of this order to the credit card unless other payment arrangements are made or this order is canceled.

## ORDER NOTES

\_\_\_\_\_  
\_\_\_\_\_

Date:	Check Number:	Transaction Amount:
Address Verification: <input type="checkbox"/> Match	Approval/Transaction #:	Ad Number(s):

## MDDC PRESS SERVICE • ADVERTISING NETWORKS TERMS & CONDITIONS

Placement of any advertising with or through MDDC represents an understanding and agreement with all of the terms and conditions stated herein.

**Classified Network Terms & Conditions:** The MDDC Classified Advertising Network is comprised of 126 participating newspapers across Maryland, Delaware and D.C. The circulation is 2,327,471 households. **Cost:** \$430 per week for up to 25 words; each additional word is \$8. **Current Promotions:** For every four-week ad placement, receive a fifth week free. The four-week run must be ordered up front, be consecutive and require no copy changes. The fifth free ad will run immediately following the four-week run. Prepayment is required. In the event of a lapse in payment (no payment by deadline, returned checks, declined credit, etc.), MDDC reserves the right to consider the agreement breached by the advertiser and therefore voided. **Category:** MDDC will submit any reasonable category request. However, newspapers may reclassify ads at their discretion if necessary. MDDC will not accommodate any categorization that is misleading. Newspapers may, if space requires, place network ads separate from the classified section. **Word Count:** Words are any one or more characters preceded and followed by a space. Up to three individual symbols such as ampersands (&) may be used without counting against word count. Web and email addresses are each counted as one word. Abbreviations and hyphenation must be customary. Exaggerated use of these devices to pad word limit will not be accommodated. **Deadline:** Orders in writing and applicable payments must be received by noon on Wednesday preceding the run week. Any order not completed by the deadline may be held for the following week.

**2x2 Network Terms & Conditions:** The MDDC 2x2 Advertising Network is comprised of 99 participating newspapers across Maryland, Delaware and D.C. The circulation is 1,773,937 households. **Cost:** \$1,250 per week for 2x2; \$2,500 per week for a 4x2. **Current Promotions:** Receive \$100, \$175, \$225 or \$275 per-ad savings on 6, 12, 26, and 48-week commitments respectively. Prepayment is required. In the event of a lapse in payment (no payment by deadline, returned checks, declined credit, etc.), MDDC reserves the right to consider the agreement breached by the advertiser and therefore voided. Additional terms and conditions of this benefit are detailed in a separate agreement form. **Ad Mechanics:** A two-column, two-inch ad (2x2) measures 4.25 inches in width and 2 inches in height. A two-column by four-inch ad (2x4) measures 4.25 inches in width and 4 inches in height. Ads should be submitted in electronic format, preferably as a PDF (portable document format). Otherwise, three un-creased, camera-ready copies on bright white paper should be submitted by mail. **Run of Paper:** MDDC will tender requests for ad placement in specific sections, but cannot guarantee compliance. **Deadline:** All orders must be received in writing and all payments received and processed by noon on Tuesday preceding the run week. Any order not completed by the deadline may be held for the following week.

**Out-of-State Network Placements:** Individual receiving states' network rates, conditions, terms and standards govern all transactions, will vary by state, and are subject to change at any time and without notice. MDDC requires other-network orders be submitted two weeks prior to the desired placement date to accommodate rate and deadline verification. All rates, once verified, are net. For other-network orders, run weeks should be dated by Sundays. MDDC is not responsible for errors made by other statewide networks. MDDC cannot guarantee the cancellation of or changes to other-network orders made on the day of the receiving state's deadline.

**General Terms:** Each participating newspaper is obliged to run MDDC's network ads at least once in the week designated by the insertion order. MDDC monitors and audits member participation and estimates placement to be approximately 90% (except in the case of some adoption, business opportunity or financial service ads). **Payment:** Prepayment is required for all advertisers unless otherwise approved in advance. MDDC accepts Visa, MasterCard, and American Express, certified check or money order. Personal or business checks are not accepted unless otherwise approved in advance. The specific payment terms for any advertising contract or promotion invoked by an advertiser, as specified above or in separate agreements, may be considered nullified or terminated by failure to comply with payment terms (late payment, returned checks, declined credit, etc.). **Proof of Publication:** MDDC will provide an affidavit of insertion upon request. Tear sheets will be provided only when an advertiser contests ad accuracy. **Errors:** In the event MDDC makes an error in ad copy that distorts the ad meaning or directly affects the potential response to the ad, MDDC will submit a corrected ad at no cost to the advertiser. Refunds will only be given at the discretion of the Advertising Director. MDDC will request but cannot enforce corrective action when an error is made by a newspaper. At no time will MDDC or any participating newspaper be responsible to any extent for the liabilities caused by an error in an ad beyond the cost of the ad itself. **Disputes:** All disputes over charges or amounts paid must be brought to MDDC's attention within 30 days of the original ad order. **Response:** MDDC does not guarantee a response to any ad.

### Content Standards for Acceptance

**Adoption** ads must be accompanied by a letter from either an attorney or a licensed agency verifying the successful completion of a home study. All letters must be on official letterhead and include all pertinent proof of authority. Because of the varying standards of participating newspapers, MDDC cannot guarantee publication of this category of advertising. **Business Opportunity** ads must disclose the company name, the nature of the opportunity, and the investment required. Ads directing replies to blind or post office boxes will not be accepted, nor will ads requiring payment in advance for information. All franchise offerings must be registered with the applicable state or district regulatory departments. Because of the varying standards of participating newspapers, MDDC cannot guarantee publication of this category of advertising. **Earnings claims** must be based on fact and statements verifying such claims must be available upon request. Statements of gross sales or net earnings are limited to those of the last accounting period. **Commercial** advertising must indicate firm/individual engaged in commercial enterprise by using firm name, "broker," "agent," or other suitable term. **Credit/Debt Consolidation** ads that require an advance fee will not be accepted. Ads offering loans or credit will only be accepted from bona fide, lending institutions licensed in at least one of MDDC's coverage areas (Maryland, Delaware or the District). Ads must include the company name. **Employment** ads must be for a bona fide job offering and must state the nature of the work offered. Advertising for work-at-home projects will not be accepted. **Sales Help Wanted** ads for commission-only sales positions must not appear to offer salary. If based on a commission, earnings statements must be qualified as either *potential* or *guaranteed*. Ads must disclose the nature of product sold. **Financing terms** in ads such as for (but not limited to) real estate for sale, loans or credit services must comply with Truth in Lending guidelines. **Other General Standards:** MDDC is not responsible for ad content beyond the application of standards governing permissible advertising language. Advertising will be rejected if it is known or determined to discriminate based on race, color, national origin, religion, age, sex or marital status except where legal restrictions prevail; or if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in an objectionable format, or for other good cause as defined by MDDC. Individual newspapers have the right to reclassify, edit or reject advertising in compliance with local regulations and policies and with their own standards of acceptance. Acceptance of advertising may be subject to reference checks. These guidelines are not intended to reflect all of the specific policies of all participating newspapers. MDDC may reject any advertising at any time, for any reason.