

# MICHIGAN Restaurateur

# ADVERTISING CONTRACT

published by the Michigan Restaurant Association

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**PLEASE RETURN TO:**  
 Michigan Restaurant Association  
 225 W. Washtenaw, Lansing, MI 48933  
 ph. (800) 968-9668 fax (517) 482-7663  
 www.michiganrestaurant.org

<b>ADVERTISER OR ADVERTISING AGENCY</b>	ADVERTISER/AGENCY NAME	CONTACT	
	ADDRESS	PHONE	
	CITY	STATE/ZIP	

AD INFORMATION			
<b>AD SIZE</b>	<input type="checkbox"/> FULL PAGE <input type="checkbox"/> 1/2 VERTICAL <input type="checkbox"/> 1/3 VERTICAL <input type="checkbox"/> 2/3 PAGE <input type="checkbox"/> 1/2 HORIZONTAL <input type="checkbox"/> 1/3 HORIZONTAL		<b>Total fees for this contract are:</b> \$
<b>ISSUES FOR INSERTION</b>	<input type="checkbox"/> February, 2009 <input type="checkbox"/> June, 2009 <input type="checkbox"/> October, 2009 <input type="checkbox"/> April, 2009 <input type="checkbox"/> August, 2009 <input type="checkbox"/> December, 2009		
<b>PRODUCTION INFORMATION</b>	FOUR COLOR	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	TWO COLOR	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	BLACK & WHITE	<input type="checkbox"/> Yes	<input type="checkbox"/> No

The Michigan Restaurant Association is hereby authorized to reserve advertising space for the advertiser/agency indicated above. This contract signifies that the advertiser/agency agrees to rates published in the Michigan Restaurateur Rates & Editorial Information for the current period. If contract is with an agency, the agency, not the client, is the debtor. The publisher accepts no responsibility for the content of any ad appearing in Michigan Restaurateur. Payment terms: Invoices are dated as of the issue date and are due payable upon receipt in U.S. funds drawn on U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment, however Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies. A one-time (1X) frequency rate will be billed unless a signed contract specifies a higher frequency rate.

Invoices not paid when due shall be subject to a late charge of 1.5% per month. In the event the Publisher signed below, fails to make payment for the advertisements outlined in this contract; Publisher may commence action against the Purchaser to recover the amount and pursue all remedies for the collection of such amount including reasonable costs of collection and attorney fees in the collection.

<b>SIGNATURES</b>	ADVERTISER OR AGENCY CONTACT	DATE
	EDITOR, MICHIGAN RESTAURATEUR	DATE

OFFICE USE	
RATE	FREQUENCY
OTHER	