

**POCKET PROGRAM ADVERTISING AGREEMENT**  
**Winter Park Sidewalk Art Festival**

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_ Phone No: \_\_\_\_\_

Business Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Person Responsible: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

PLACEMENT	DIMENSIONS	AMOUNT
Back Cover .....	7.25" (w) x 2.75" (h).....	\$1,200
Map Pages.....	2 @ 2.375" (w) x 2.75" (h) .....	600
Inside Front Cover .....	7.25" (w) x 2.75" (h).....	600
Inside Back Cover.....	7.25" (w) x 2.75" (h).....	600
Full Page .....	7.25" (w) x 2.75" (h).....	300
2/3 Page.....	4.8125" (w) x 2.75" (h).....	200
1/3 Page .....	2.375" (w) x 2.75" (h).....	100

**Make checks payable to: David Foley**

	TOTAL	\$	_____
CHECK NO. _____	AMT.PD.	\$	_____
CHECK NO. _____	BAL.DUE	\$	_____

The 10,000 copies of The Pocket Program will be given away at the Winter Park Sidewalk Art Festival in March of the current year.

**Policies & Conditions:**

1. The Pocket Program accepts orders for advertising space with the understanding that the terms and conditions set forth herein shall apply to all advertising ordered unless modified, superseded or otherwise altered by a written instrument signed by an authorized representative of The Pocket Program and the Advertiser or its agent.
2. The Advertiser must supply artwork, copy and materials for their ad at their own expense and in a timely manner.
3. The Pocket Program will not be responsible for errors in advertising artwork, copy or materials supplied by the Advertiser.
4. Because of the possibility of misunderstanding, The Pocket Program will not be responsible for copy changes or corrections made by fax or phone.
5. The sole liability and obligation of The Pocket Program for any failure to publish an advertisement shall be to refund any amounts paid to The Pocket Program for any such advertisement. The liability and obligation of The Pocket Program for any breach of these policies and conditions or act or omission of The Pocket Program with respect to an advertisement, including without limitation any mistake or error in a published advertisement, shall not exceed the cost of any such advertisement under the provisions herein. In no event shall The Pocket Program be liable to the Advertiser or to any other parties for any further damages of any kind arising from any breach of these policies and conditions or any advertising contract, written or oral, or act or omission of The Pocket Program with respect to an advertisement, including, but not limited to, direct, indirect, special, consequential, or punitive damages.
6. The Pocket Program reserves the right to edit or reject any copy or illustration deemed by them objectionable in any sense.
7. All bills are due and payable 15 days from billing date. A 1 1/2% monthly service charge may be added to all unpaid balances in excess of 15 days.
8. The Advertiser shall be liable for all costs incurred by The Pocket Program in collecting past due accounts, including a reasonable attorney's fee whether or not suit is filed.

Sales Representative \_\_\_\_\_ Date \_\_\_\_\_ Advertiser \_\_\_\_\_ Date \_\_\_\_\_

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 Website: [pocketprogram.org](http://pocketprogram.org)