

Greater Media Charlotte, Inc

CREDIT APPLICATION AND AGREEMENT

Date _____ Station _____ Account Executive _____ Customer # _____

Name of Advertiser or Agency _____

Address _____ City _____ Zip _____

Telephone _____ When Established _____

Check One: Proprietorship _____ Partnership _____ Corporation, incorporated in _____ (state)

Legal name of corporation if different from operating name _____

Principals:

Name & Title _____ Home Address _____ Telephone _____

Name & Title _____ Home Address _____ Telephone _____

Name & Title _____ Home Address _____ Telephone _____

Bank Name _____ City _____ Account _____

MEDIA REFERENCES:

Name _____ Address _____ Telephone _____

Name _____ Address _____ Telephone _____

Name _____ Address _____ Telephone _____

We estimate our monthly credit requirements from your firm to be _____

Air date of first schedule _____ Amount _____

CONDITIONS OF SALE AND TERMS OF PAYMENT

In consideration for any extension of credit based upon this application, the undersigned applicant agrees to the terms hereof, warrants that all information contained herein is accurate and agrees to be bound by the conditions of sale set forth on each invoice issued by Greater Media Charlotte, Inc representing a sale for credit. Applicant represents that it has read, understands, and consents to the credit and collection policies and procedures attached hereto. Applicant further understands and agrees that payment for all advertising schedules will, at Greater Media Charlotte, Inc's option, be the applicant's responsibility. This contract is not cancelable by advertisers or by successors or assignees. Principals to whom credit is extended agree to provide Greater Media Charlotte, Inc with written notice of change of ownership of business.

Advertiser or Agency

By

(title)

Greater Media Charlotte, Inc

Credit Policy

1. In order for Greater Media Charlotte, Inc to extend credit to a potential customer, a credit application must be completed and approved. This application must contain three media references (or, if not available, three other satisfactory references), the signature of a company officer and all other requested information. Customers with insufficient references or unsatisfactory credit applications will be required to pay cash in advance.
2. Greater Media Charlotte, Inc scrutinize all contacts and amendments for accuracy prior to mailing. Upon receipt of station contracts by the agency or client, it is your responsibility to notify your account executive of any possible discrepancy. If the station receives no notice from the agency or client within 7 days from issue, the contract or amendment will be considered correct and you will be held responsible for payment. **Once an order has been placed, we will require two weeks' notice of cancellation.**
3. Invoices are mailed within 5 days following the end of schedule and at the end of the broadcast month. **PAYMENT IS DUE UPON RECEIPT OF THE INVOICE.**
4. By the 20th of the following month, you will receive a statement, which summarizes the balance of the invoice and also includes any prior billing not paid. Your sales representative will contact you at the end of that month (30 days) to determine if there are any problems regarding the bill. Every effort will be made at that time to resolve any discrepancies that may exist.
5. After 60 days without payment, we consider the account to be in serious arrears and will accept no new schedules.
6. At the end of 90 days, any existing advertising schedules will be cancelled. New advertising time will not be accepted from a delinquent account over 90 days until that account is paid in full. Suspension from any Greater Media Charlotte, Inc station for delinquent payment will prevent an account from advertising on all Charlotte Greater Media Charlotte, Inc stations. If Greater Media Charlotte, Inc must retain an attorney or collection agency to collect past due money, the applicant shall be responsible for the reasonable fees and expenses therewith.
7. Greater Media Charlotte, Inc is pleased to pay an agency commission of 15 percent to all licensed agencies. In return for payment of this 15 percent commission, in addition to other agency responsibilities, we expect the agency to be responsible for payment of all schedules placed through the agencies. All schedules are placed with this contractual agreement in effect, and Greater Media Charlotte, Inc expects the agency to uphold these policies and procedures. In the case of a buying service, which does not accept responsibility for payment of schedules placed through the service, it will be necessary to receive credit applications from all clients.
8. Notwithstanding to whom bills are rendered, advertisers and agency jointly and separately shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station, payment by advertiser to agency shall not constitute payment to station.