Making Music

BETTER LIVING THROUGH RECREATIONAL MUSIC MAKING

INSERTION ORDER

This insertion order verifies your verbal booking. No canellations are allowed once an order has been placed. Signed insertion orders must be returned by close date for space reservation in the next issue.

Date _____ PO# _____

Advertiser _____

Address _____

City/ST/Zip _____

Contact _____

Phone _____ Email _____

Ad Medium: ☐ Print ☐ Online ☐ Email Marketing

Contract Period _____ Frequency _____

Net Rate _____ Total Due _____

Size _____

Ad Title/Headline _____

Sent via ftp://bentley-hall.com user: bentleyrepo pass: repo

Card No. _____

Expiration Date ____/____ ☐ Bill me

Name on Credit Card _____

Billing Conditions: New accounts must prepay or be secured with a credit card prior to the space reservation deadline. Net 30 days from date of invoice. Overdue accounts past 90 days will be charged to the credit card on file. Advertiser and agency are jointly and severely liable for all charges. Cost and fees to collect past due balances will be the responsibility of the advertiser and agency. This Insertion Order is subject to the General Conditions set forth on the *Making Music* website. Advertiser accepts and agrees to be bound by the Conditions of Acceptance. All advertisements must be supplied in accordance with our Production Specifications and Copy Requirements set forth on our website: http://www.makingmusicmag.com/advertise/adspecs.html. Failure to abide by these specifications and requirements may result in the rejection of the advertisement or additional production charges.

I hereby initiate this agreement with *Making Music* magazine on the terms listed above.

Authorized Signature: _____

Date: _____

Please sign this insertion order and return via **email or fax to (315) 422-3837**.

Questions?

Contact Krista: 315.422.4488 x101 or kgalster@makingmusicmag.com

Conditions of Acceptance

The editor reserves the right to refuse any advertising deemed counter to the tenor of the magazine or the interests of the publication. All advertising submitted is expected to meet reasonable standards of truthfulness.

General Terms and Conditions:

All advertisements submitted with or without this order form are governed by the following terms and conditions:

A) The publisher reserves the right to reject or cancel any advertisement, insertion order or placement guarantee at any time without cause. All ads must conform to the high standards of *Making Music* magazine and, in the publisher's estimation, be suitable for publication. Only publication of an ad shall constitute final acceptance.

B) Publication of an advertisement does not necessarily imply endorsement by the publisher and/or the Editorial Advisory Board of *Making Music* magazine.

C) All advertisements are accepted with the understanding that the advertiser (and its agency) warrants that they have the rights to publish the entire content thereof, as submitted. By submitting an advertisement for publication the advertiser and its agency are agreeing to indemnify, defend and hold Bentley-Hall Inc., officers and employees harmless against any expense or loss by reason of any claims arising out of publication in either printed or electronic form. Furthermore, the advertiser and its agency are responsible for any legal fees and/or judgements issued against *Making Music* magazine related to the publication of any submitted advertisements.

D) Ad placement is at the sole discretion of the publisher. Guaranteed placement is subject to change at the publishers sole discretion without notice and without cause. The publisher reserves the right to give better placement than specified at no additional charge. The final solution for misplacement of an ad shall be the cost of the placement guarantee. Previous placement does not guarantee future placement.

E) The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God or other contingencies beyond the publisher's control, including but not limited to: flood, fire, riot, explosion, embargo, earthquake, labor or material shortages.

F) The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the advertisement.

G) Rates and conditions are subject to change without prior notice.

H) Advertisers not known by *Making Music* magazine may be required to prepay for their first insertion. Otherwise, advertisers in good standing will be billed with net 30 terms.

I) No agency commission is offered. However, individual requests will be considered on a case-by-case basis.

J) All ads may have electronic links on our Web site. This is a complimentary service and is not guaranteed by placing a print ad with *Making Music* magazine. The publisher will not be held liable for any loss of business or damages due to electronic publication or lack of publication.