

2016 DIRECTORY ADVERTISING AGREEMENT

Company:	Contact:	
Address:		
City, State, Zip:		
Phone:	Fax:	Email:
Desired Ad Placement:		Desired URL for electronic version: http://

Placement	Dimensions	Rate	Placement	Dimensions	Rate
INSIDE FRONT COVER	5¼" x 8¾"	\$2990	INSIDE AFFILIATE COMPANIES	4⅞" x 8¼"	\$2475
OUTSIDE BACK COVER	5¼" x 8¾"	\$3500	OUTSIDE ASSOCIATE COMPANIES	4⅞" x 8¼"	\$2475
INSIDE BACK COVER	5¼" x 8¾"	\$2990	INSIDE ASSOCIATE COMPANIES	4⅞" x 8¼"	\$2475
OUTSIDE CERTIFIED COMPANIES	4⅞" x 8¼"	\$2475	OUTSIDE US GEOGRAPHIC	4⅞" x 8¼"	\$2475
INSIDE CERTIFIED COMPANIES	4⅞" x 8¼"	\$2475	INSIDE US GEOGRAPHIC	4⅞" x 8¼"	\$2475
OUTSIDE VOTING SERVICE COMPANIES	4⅞" x 8¼"	\$2475	OUTSIDE INTERNATIONAL GEOGRAPHIC	4⅞" x 8¼"	\$2475
INSIDE VOTING SERVICE COMPANIES	4⅞" x 8¼"	\$2475	INSIDE INTERNATIONAL GEOGRAPHIC	4⅞" x 8¼"	\$2475
OUTSIDE AFFILIATE SERVICE COMPANIES	4⅞" x 8¼"	\$2475	OUTSIDE GENERAL INFORMATION	4⅞" x 8¼"	\$2475
INSIDE AFFILIATE SERVICE COMPANIES	4⅞" x 8¼"	\$2475	INSIDE GENERAL INFORMATION	4⅞" x 8¼"	\$2475
OUTSIDE AFFILIATE COMPANIES	4⅞" x 8¼"	\$2475			

TERMS & CONDITIONS:

FIRST COME - FIRST SERVED BASIS!

- 1) Please complete this agreement to secure advertisement in the Annual CFESA Membership Directory
- 2) Advertisers must adhere to the CFESA Code of Ethics (see attached)
- 3) All advertisements must include the CFESA Logo
- 4) All advertisements in the Directory are printed in color. All ads should be supplied in .ai, .eps, .pdf, .jpg, or .tif format at 300 dpi or greater and submitted by email no later than December 18, 2015. Dimensions above include ⅛" bleeds on all Cover placements. Your ad will also be listed in an electronic format online and will direct customers to the URL you provide
- 5) The publisher reserves the right to refuse advertising material deemed unacceptable
- 6) All advertisements are accepted on a first come – first served basis
- 7) In order to guarantee placement, the entire contract amount must be pre-paid in full. Invoices will be sent out upon receipt of this Agreement
- 8) We will attempt to do everything possible to ensure your ad is printed the way you submitted it, but CFESA is not responsible for printing errors

Submissions must be in to Stephen Medlin NO LATER THAN DECEMBER 18, 2015.

Signature of this Agreement verifies that you have read and do agree to the terms and conditions as well as the Code of Ethics.

Signature _____ Date _____

Contact Stephen Medlin at smedlin@cfesa.com with any questions.

Code of Business Ethics

Membership in the Commercial Food Equipment Service Association (CFESA) represents a responsibility to the industry and the public to maintain the highest quality of business integrity and servicing ability. Members, therefore, subscribe to the following standards of practice:

FIRST

Members will conduct their individual businesses in a manner to insure the good will and confidence of the public whom they serve.

SECOND

Members will represent manufacturers in an honest and intelligent manner so as to create an atmosphere of mutual trust and understanding and best serve their combined interests.

THIRD

Members shall not participate in misleading or false advertisements in the representation of their individual businesses.

FOURTH

Members shall maintain financial and liability responsibility. They will be able to complete properly and uphold their guarantee on any work they undertake.

FIFTH

Members shall maintain adequate equipment and qualified personnel so as to perform quality service to the public and the trade for fair, equitable and nondiscriminatory charges.

SIXTH

Members shall not perform, or cause to be performed, any act which would tend to reflect adversely on our industry, fellow members, competitors or manufacturers.

SEVENTH

Members shall comply both in spirit and letter with rules and regulations prescribed by law and government agencies for the health, safety and provision of his employees and the public.

EIGHTH

A member will not entice unfairly to his own employ any employee of another member. He will assist other members and competition where possible so as to upgrade our industry and warrant continued public confidence.

NINTH

Members shall support the sale and use of original equipment manufacturers (OEM) parts.