

2016 ON TARGET ADVERTISING AGREEMENT (CFESA MEMBER)

Company:	Contact:	
Address:		
City, State, Zip:		
Phone:	Fax:	Email:
Payment Information:	Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express	
Card Number:	Exp. Date:	
Name on Card:		
Billing Address:	City, State, Zip:	
Contact Phone:		
Issue(s) Ad will Appear In: <input type="checkbox"/> Jan/Feb 16 <input type="checkbox"/> Mar/Apr 16 <input type="checkbox"/> May/June 16 <input type="checkbox"/> July/Aug 16 <input type="checkbox"/> Sept/Oct 16 <input type="checkbox"/> Nov/Dec 16		

Placement	Dimensions	Single Issue	Half Year (3 Issues)	Annual Rate (6 Issues)
OUTSIDE BACK COVER	8¼"x11¼"	<input type="checkbox"/> \$1640	<input type="checkbox"/> \$4674 (5% Discount)	<input type="checkbox"/> \$9151 (7% DISCOUNT)
INSIDE FRONT COVER	7¼"x9¾"	<input type="checkbox"/> \$1310	<input type="checkbox"/> \$3734 (5% Discount)	<input type="checkbox"/> \$7310 (7% DISCOUNT)
INSIDE BACK COVER	7¼"x9¾"	<input type="checkbox"/> \$1310	<input type="checkbox"/> \$3734 (5% Discount)	<input type="checkbox"/> \$7310 (7% DISCOUNT)
FULL PAGE	7¼"x9¾"	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$3135 (5% Discount)	<input type="checkbox"/> \$6138 (7% DISCOUNT)
½ PAGE Vertical	3½"x9¾"	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2508 (5% Discount)	<input type="checkbox"/> \$4910 (7% DISCOUNT)
½ PAGE Horizontal	7¼"x4¾"	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2508 (5% Discount)	<input type="checkbox"/> \$4910 (7% DISCOUNT)
¼ PAGE	3½"x4¾"	<input type="checkbox"/> \$550	<input type="checkbox"/> \$1567 (5% Discount)	<input type="checkbox"/> \$3069 (7% DISCOUNT)

TERMS & CONDITIONS:

- 1) Advertisers must adhere to the CFESA Code of Ethics (see attached)
- 2) On Target is printed in full color, and all advertisements will be printed in color. All ads should be supplied digitally in .pdf, .jpg, .ai, .eps or .tif format by email or on a pc-formatted disk at 300 dpi or greater
- 3) The publisher will determine placement of all advertisements
- 4) CFESA reserves the right to review and approve the suitability of submitted ads
- 5) In order to guarantee placement, the entire contract amount must be pre-paid in full
- 6) In the event that this contract is terminated by the advertiser, in whole or in part, advertiser agrees to pay the full amount detailed in the Advertising Agreement and any additional early cancellation charges
- 7) 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
- 8) This information is good for advertisements placed from January 1, 2016 through December 31st, 2016

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 (336) 346-4700 Opt. 4 or email 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.