

# **SOUTHWEST FLORIDA** **BUSINESS TODAY**

*We're All Business*

**1030 SE 9th Ave., #152299, Cape Coral, FL 33990**

TODAY'S DATE \_\_\_\_\_, 20\_\_

\_\_\_\_\_, Advertiser, hereby agrees to buy, and SOUTHWEST FLORIDA BUSINESS TODAY hereby agrees to sell and publish \_\_\_\_\_ issues for the period of \_\_\_\_\_.  
This agreement commences on: \_\_\_\_\_, 20\_\_ and ends on: \_\_\_\_\_, 20\_\_.  
(month) (month)

## TERMS AND CONDITIONS

This agreement is subject to the regulations and conditions set forth on the current Publisher's printed schedule of advertising rates.

The advertiser further agrees to furnish all advertising materials to SOUTHWEST FLORIDA BUSINESS TODAY in conformity with reasonable deadlines established by SOUTHWEST FLORIDA BUSINESS TODAY.

If the contract space is not used during the contract period, the advertiser will be rebilled at the actual earned rate by the end of the contract period. Accounts refused advertising for being in arrears may be rebilled at the open rate, at the Publisher's discretion.

Neither party hereto shall be liable for any breach hereof occasioned by strikes, acts of God, or any other unavoidable business interruption.

All cancellations must be in writing and received within 3 days after any rate change. Please mail to 8695 College Parkway, Suite 1270, Ft. Myers FL 33919.

SOUTHWEST FLORIDA BUSINESS TODAY RESERVES THE RIGHT TO ADJUST ADVERTISING RATES AT ANY TIME UPON THIRTY DAYS' WRITTEN NOTICE. IF SOUTHWEST FLORIDA BUSINESS TODAY SHALL INCREASE ITS RATES, THE ADVERTISERS SHALL HAVE THE RIGHT TO CANCEL THIS CONTRACT UPON PAYMENT FOR THE ADVERTISING ALREADY USED AT THE RATE PRESCRIBED IN THIS CONTRACT.

**PUBLISHER'S LIABILITY FOR ERROR:** The Publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

**INDEMNIFICATION:** The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

FIRM \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

By (Signature) \_\_\_\_\_  
Print Name \_\_\_\_\_