

THE PRACTICAL OBSERVER - INSERTION ORDER

Company _____

Agency _____

Contact _____

Contact _____

Address _____

Address _____

Phone (____)____-____ Website _____

Phone (____)____-____ Website _____

Fax (____)____-____ Email _____

Fax (____)____-____ Email _____

AD SIZE	FREQUENCY	STATUS
Quarter Page <input type="checkbox"/>	One Issue <input type="checkbox"/>	Ad Enclosed <input type="checkbox"/>
Half Page (Vert) <input type="checkbox"/>	Two Issues <input type="checkbox"/>	Ad To Come <input type="checkbox"/>
Half Page Horiz) <input type="checkbox"/>	Three Issues <input type="checkbox"/>	Design/Typesetting Needed <input type="checkbox"/>
Full Page <input type="checkbox"/>	Four Issues <input type="checkbox"/>	
2 Full Page Spread <input type="checkbox"/>		

AMOUNT ENCLOSED: \$

Authorized Signature _____ Date _____

Please fill out both insertion orders. Keep one for your files and return the other with your payment. Please make checks payable to Typographica Publishing. Thank you!

Advertising Contract Agreement

Submission of any material or this contract by the above named shall constitute acceptance of the following conditions. All advertisements are accepted and published by the publisher (Typographica Publishing) on the representation of the above named company and/or agency (the advertiser) as being fully authorized and/or licensed to publish the entire content and subject matter of the advertisement. In consideration for publication of an advertisement, the advertiser and/or the agency, jointly and severally, shall indemnify and hold harmless the publisher, its agents, authors and/or contractors against all loss, liability, damages and expenses of any nature, including legal fees, arising from the copying, printing, publishing and/or distributing the contents of the advertisement, including and without limitation, claims or suits of libel, violations of the right of privacy, copyright and/or trademark infringement and/or plagiarism. The publishers liability for any error

shall not exceed the cost of the space occupied by that error. All contents of advertisements are subject to the approval of the publisher. The publisher reserves the right to alter the advertisement or to refuse the advertisement if any copy, photos, illustrations and/or claims are deemed by the publisher to be objectionable, misleading, in error, in violation of State and/or Federal laws or not to be in the best interest of the readership. The publisher reserves the right to print the word "Advertisement" in any advertisement. Mailing dates are approximate. The publisher shall not be held responsible for delays or non-delivery due to causes outside the publisher's direct control. No guarantees as to placement will be made for advertisements received after the Material Due Date appearing on the most current rates card. Prices are subject to change without prior notice. Discounts shall be at the discretion of the publisher.