

***Application MUST be complete. Please use N/A or NONE to denote questions that do not apply. Incomplete applications will NOT be processed.**

Company Name: _____ Phone: (____) _____ Fax: (____) _____

Postal Address: _____ Shipping Address: _____

City: _____ State: _____ Zip: _____ Parent Company, if any: _____

Years in business: _____ No. of employees: _____ Business License Number: _____ Sales Tax Number: _____

Type of ownership: [] INDIVIDUAL [] PARTNERSHIP [] CORPORATION [] LLC State of Registration: _____

Please indicate names of company owners: _____
Name and Title Name and Title

OWNERS / OFFICERS INFORMATION

1. Name: _____ Title: _____ Home Phone: (____) _____

Home Address: _____ City: _____ State: _____ Zip: _____

2. Name: _____ Title: _____ Home Phone: (____) _____

Home Address: _____ City: _____ State: _____ Zip: _____

OTHER PUBLICATIONS / MEDIA USED

1. _____ 2. _____ 3. _____

Phone: (____) _____ Phone: (____) _____ Phone: (____) _____

Fax: (____) _____ Fax: (____) _____ Fax: (____) _____

MAJOR SUPPLIERS

1. _____ 2. _____ 3. _____

Address: _____ Address: _____ Address: _____

Phone: (____) _____ Phone: (____) _____ Phone: (____) _____

Fax: (____) _____ Fax: (____) _____ Fax: (____) _____

Acct. Number: _____ Acct. Number: _____ Acct. Number: _____

BANK REFERENCES

1st Bank (Include Branch Office): _____ Contact Person: _____

Acct. Number: _____ Fax: (____) _____ Phone: (____) _____ () Checking () Savings () Loan () CC

2nd Bank (Include Branch Office): _____ Contact Person: _____

Acct. Number: _____ Fax: (____) _____ Phone: (____) _____ () Checking () Savings () Loan () CC

PLEASE READ AND SIGN THE FOLLOWING STATEMENT AFTER YOU HAVE COMPLETED ALL SECTIONS ABOVE

Zebra Publishing Inc. is authorized to contact parties indicated on this credit application for verification. For purposes of obtaining credit, I/we hereby certify that the information given in the application is true and accurate, and any financial information submitted correctly reflects our financial condition. Upon approval of my/our credit, I/we agree to pay all invoices within stated terms and to pay late fees on amounts paid after invoice due dates. I/we agree to the stated credit terms of Zebra Publishing Inc., as follows: invoices are due 30 days from date of invoice. Payment is accepted in U.S. funds or I/we agree to pay the additional fees that will be assessed for foreign currency. I/we agree to pay the late payment fees which will be assessed as follows: finance charge on my/our outstanding account balance over 30 days will be the greater of \$30.00 or 1.5% per month. I/we agree to payment allocation as follows: payments will initially be applied to oldest unpaid invoices, including finance charges, prior to applying payments to new or current invoices. In the event any further action, including legal, is instituted to collect amounts owed to Zebra Publishing Inc., Inside Archery, Bowhunt America, ATA Trade Show Guide and/or any other invoices for Zebra Publishing for services rendered, I/we agree to pay all related costs including, but not limited to, collection agency fees, court costs and attorney fees. I/we have read this agreement and a copy is available to us upon written request submitted to the credit department of Zebra Publishing Inc., or at www.zebrapub.com.

Date: _____ By: _____ Title: _____

Date: _____ By: _____ Title: _____

PERSONAL GUARANTEE (PLEASE DO NOT INCLUDE TITLE WHEN SIGNING PERSONAL GUARANTEE)

For value received, including merchandise, services or other valuable consideration, I/we hereby unconditionally guarantee at all times, full and prompt payment, upon demand, of any indebtedness which has been incurred under this agreement. I/we understand this to mean that I/we will personally guarantee payment of all debts and obligations to Zebra Publishing Inc. under this agreement.

Date: _____ By: _____ Print Name: _____

Date: _____ By: _____ Print Name: _____

ADVERTISING TERMS & CONDITIONS Effective 09/01/08

When you sign and return a Zebra Publishing Advertising Order form, or your own company-generated advertising order form, which pertains to Zebra Publishing publications including, but not limited to, *Inside Archery* and *Bowhunt America*, Zebra Publishing promotional products, Zebra Publishing-owned website and the *ATA Show Guide*, you agree to the following:

The Publisher reserves the right to cancel or reject advertising for any reason and at any time, and all orders for advertising are subject to the Publisher's approval. Orders may also be rejected subject to Acts of God, accident, strike, fire or other occurrences beyond the Publisher's control. The liability for any error, delay or omission for which it may be held legally responsible shall not exceed the cost of the space paid for and occupied by the error. In no event shall the Publisher be liable for any loss of income, profit or any consequential damages of any nature whatsoever.

The Publisher assumes no liability for errors or omissions in key phone numbers, advertising index or editorial content. All requests made by the advertiser for positioning, facing editorial adjacencies, separations or other stipulations are at the sole discretion of the Publisher and may not be guaranteed.

The Publisher is not responsible for the production quality of furnished inserts and ads, or errors or omissions in such inserts or ads. The advertiser and/or agency shall be responsible for additional charges incurred by the Publisher arising out of the advertiser's and/or agency's failure to meet furnished specifications and shall remain liable for the space cost of such inserts or ads in the event they cannot be published. Production costs incurred will be the responsibility of the advertiser and/or agency.

The Publisher will not be bound by any verbal or printed conditions in the contract, order, copy instructions or elsewhere, which conflict with the provisions of current rate cards or the Terms and Conditions policies of the Publisher.

All ad materials are due by the published ad materials due date. If you provide ad instructions and/or ad materials after the given due dates, Zebra Publishing will not be responsible for any errors and/or omissions. If you fail to provide Zebra Publishing with ad instructions and/or new ad materials, the Publisher may insert your most recent ad that appeared in a Zebra Publishing title: *Inside Archery*, *Bowhunt America* or the *ATA Show Guide*.

Ad cancellations must be received in writing at the office of the publication by the Ad Closing date for that issue, or the Publisher may insert the most recent ad appearing toward fulfillment of the contract. Advertisers who fail to fulfill the frequency of ads scheduled on the insertion order will be billed a short-rate charge based on the actual earned frequency rate.

If the publisher accepts an ad past the published ad materials due date, the publisher accepts no responsibility for fonts, layout, color or quality of the ad.

All graphic design work is billed at \$100.00 per hour. **Fifty percent payment in advance is required for work to begin on all production and graphic design work orders.** The balance is due upon completion of the work and the subsequent approval of the ad design. **New ad design work will not be released and may not be published until the work order is paid in full.**

The Advertiser and its agency, if one is used, will be billed at a rate of \$100.00 per hour for additional production work required for preparation and/or modification for artwork you supply that is not in compliance with Zebra Publishing Advertising Specifications, effective 09/01/2008, available at www.zebrapub.com.

Frequency discounts are determined by the total number of ads ran during a publishing year.

Short-rates will be charged for ad cancellations based on actual earned frequency rates.

2009 Ad Rates and Publishing Schedule in effect are: *Inside Archery* Rate

Card No. 12; *Bowhunt America* Rate Card No. 7; *ATA Show Guide* Rate Card No. 9, and are in effect for all 2009 issues. Rate Cards are available at www.zebrapub.com.

Rates are subject to change. Publisher guarantees 60 days notice prior to the effective date of any change in rates. Advertisements will be billed at rates then prevailing.

Payment in advance is required for new advertisers for your first scheduled ad and/or until credit has been approved.

Credit approval is required for Net-30-Day terms. Upon credit approval, payment for ad is due 30 days from date of the invoice. A credit application form is available at: www.zebrapub.com.

Zebra Publishing will obtain credit references from vendors, other publications and media you are advertising with, regardless if these other publications and media you are advertising with are named on your credit application, and business and consumer credit bureau reports in connection with your request for Net-30-Day billing.

Late payment fees will be assessed as follows: finance charge on your outstanding account balance over 30 days will be the greater of \$30.00 or 1.5% per month. Return Check charge is \$30.00.

Credit Cards are accepted, including Visa, MasterCard and American Express.

Payment allocation will be as follows: payments will initially be applied to the oldest unpaid invoices, including finance charges, prior to applying payments to new or current invoices.

By placing an ad with the Publisher, the advertiser and its advertising agency, if one is used, and/or the advertiser and all the partners involved in said business, are jointly and severally liable for value received, including advertising, services, promotional products, merchandise or other valuable consideration, to unconditionally guarantee at all times full and prompt payment of any indebtedness which has been incurred with Zebra Publishing Inc., and agree to personally guarantee payment of all debts and obligations to Zebra Publishing Inc.

By placing an ad with the Publisher, the advertiser and its advertising agency, if one is used, and the advertiser and all the partners involved in said business, are jointly and severally liable for all costs of collection of past due accounts including, but not limited to, late fees, finance charges, returned check charges, collection agency fees, court costs and attorney fees.

If the business union no longer exists between the advertiser and its advertising agency, if one is used, and/or the advertiser and all the partners involved in said business, you agree that you still remain jointly and severally liable for payment of all debts and obligations to Zebra Publishing regardless if the business union is still intact during the collection process.

Advertisements are accepted with the understanding that their contents comply with U.S. Postal regulations and other applicable federal and state laws, regulations and rules. Furthermore, the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter. The advertiser and/or advertising agency must indemnify the Publisher harmless from and against any loss, expense or other liability resulting from any suits or claims for libel, violation of right of privacy, copyright infringement, plagiarism and any other suits or claims that may arise out of the publication of such advertisement.

No part of any Zebra Publishing property may be reprinted or reproduced in any format without first obtaining written permission from the Publisher prior to use, including all copyrighted materials published in *Inside Archery*, *Bowhunt America*, Zebra Publishing website content and/or any other promotional products and materials produced and distributed by Zebra Publishing Inc.



Advertising Terms and Conditions, effective 09/01/08, apply in accordance with *Inside Archery* Rate Card No. 12, *Bowhunt America* Rate Card No. 7, and *ATA Show Guide* Rate Card No. 9. Rate Cards effective with 2009 issues. See our website at www.zebrapub.com for details.

FOR MORE INFORMATION, PLEASE CALL TOLL-FREE: 877-499-9988 OR VISIT OUR WEBSITE

www.zebrapub.com ▼ info@zebrapub.com ▼ Phone: (719) 495-9999 ▼ Fax: (719) 495-8899

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