

# APPLICATION FOR CREDIT

**CONFIDENTIAL  
INFORMATION**

## The Seattle Times



REPRESENTING THE *Seattle Post-Intelligencer*

**SHADED AREA MUST BE COMPLETED ON THIS FORM – PRINT CLEARLY**

### REQUIRED INFORMATION

Date Business Established \_\_\_\_\_ Type of Business \_\_\_\_\_  
 Legal Business Name \_\_\_\_\_  
 DBA \_\_\_\_\_ Name of Parent Co. \_\_\_\_\_  
 Business Street Address: \_\_\_\_\_ Address of Headquarters or Parent  
 Company:  
 Street \_\_\_\_\_ Street \_\_\_\_\_  
 City/St./Zip \_\_\_\_\_ City/St./Zip \_\_\_\_\_  
 Telephone # \_\_\_\_\_ Telephone # \_\_\_\_\_  
 Billing/Mailing Address \_\_\_\_\_  
 Website URL \_\_\_\_\_

### ADVERTISING AGENCIES (IF APPLICABLE)

Do your insertion orders contain payment disclaimers?  Yes  No  
 Please attach a copy of the front & back of your insertion order.

### COMPANY PROFILE

**Sole Proprietorship**     **Individual**    SS# \_\_\_\_\_  
 Full Legal Name of Owner / Individual \_\_\_\_\_  
 Home Address \_\_\_\_\_

**Partnership**     **Limited Partnership (List General Partner's Name)**  
 Is there a Partnership Agreement?  Yes  No  
 Partner's Name \_\_\_\_\_ SS# \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 Partner's Name \_\_\_\_\_ SS# \_\_\_\_\_  
 Home Address \_\_\_\_\_

**Corporation**  
 State of Incorporation \_\_\_\_\_ Federal Tax ID# \_\_\_\_\_  
 Principal's Name \_\_\_\_\_ SS# \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 Principal's Name \_\_\_\_\_ SS# \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 Principal's Name \_\_\_\_\_ SS# \_\_\_\_\_  
 Home Address \_\_\_\_\_

### TRADE REFERENCES

List other firms with whom you have been granted credit in the magnitude that you are requesting from us.

**REFERENCE MUST HAVE:** Telephone numbers to include area code.

Other names under which you have been granted credit.

**PLEASE DO NOT LIST:** Landlords, credit cards or utilities.

Name \_\_\_\_\_ Telephone # \_\_\_\_\_  
 Name \_\_\_\_\_ Telephone # \_\_\_\_\_  
 Name \_\_\_\_\_ Telephone # \_\_\_\_\_  
 Name \_\_\_\_\_ Telephone # \_\_\_\_\_

### AUTHORIZATION

I/we certify the information is true and correct. I/we authorize The Seattle Times to make such inquiries as may be deemed necessary to investigate the references and sources pertaining to the establishment of credit and financial responsibility of the applicant. Any changes to this application must be submitted in writing to the credit office of The Seattle Times.

Signature of Officer or Principal \_\_\_\_\_

Please Print Name and Title \_\_\_\_\_

**PLEASE NOTE:** This form is designed for your convenience. After completing and signing the application, and initialing and dating the Terms and Conditions on the back, fold in half and then in half again, staple or tape closed, with the return address showing. We will pay postage. Or you may fax this back to the salesperson listed below.

**INTERNAL USE ONLY:** (Salesperson must complete prior to forwarding to customer).

Date \_\_\_\_\_ Line of Credit Requested \_\_\_\_\_  
 Salesperson \_\_\_\_\_ FAX Number \_\_\_\_\_  
 Advertising Type:  Display  Web  Class Cntr  Trans    First Insertion Date \_\_\_\_\_

# TERMS AND CONDITIONS

Contract must be signed in advance to be eligible for contract rates. Contract fulfillment is the sole responsibility of Advertiser/Agency. Billings will be adjusted at the end of the contract period or mid-period if Seattle Times Company cancels this contract because of breach of contract to reflect actual volume run and, where applicable, lower or higher contract rates, resulting in a rebate or shortrate. If minimum revenue contract requirements are not achieved, advertising will be adjusted to the applicable ROP annual contract rate.

Unless other credit terms are imposed, payment for advertising space is due and payable when billed. If not paid in full when due, the Advertiser/Agency agrees to pay a late payment charge at the rate of 1½ percent per month (minimum charge is \$1.00) on all delinquent charges and collection costs actually incurred, including attorney's fees in any collection suit, any appeal therefrom, or otherwise. Any legal action arising from these terms and conditions or related matter may be commenced and maintained in any court situated in King County, Washington.

When amounts become delinquent, the entire balance shall immediately be due and payable and Seattle Times Company may refuse to publish further advertising and cancel this contract without prior notice. If Seattle Times Company cancels the contract because of failure to pay, the Advertiser/Agency agrees to pay for space used prior to cancellation based on the rates in effect during the contract period. Rebates or credits may be applied to the Advertiser's/Agency's delinquent account at the discretion of Seattle Times Company.

Failure to receive checking copies or tearsheets is not a valid reason for withholding payment.

The Advertiser/Agency agrees that the contract signer is legally authorized to bind the Advertiser/Agency for advertising costs. Unincorporated businesses will continue to be individually bound if the business is later incorporated unless otherwise agreed to by Seattle Times Company.

If payment by check is computer-encoded for an amount less than the written amount of the check, the Advertiser/Agency shall be responsible for paying any balance due.

The rates for "run of newspaper", zone, Pacific magazine, cover story display, comic sections, pages A-2 and A-3, etc., are shown on the current Advertising Rate card. Advertiser may sign separate agreements for other discount programs where required. Those agreements will be adjusted at the end of the contract to reflect the rate earned and the net dollars spent will apply toward the revenue contract. All net advertising dollars spent with Seattle Times Company will apply to the fulfillment of this contract except postage costs for direct mail advertising and legal and late payment fees and where otherwise noted.

The position, subject matter, form, size, wording, illustrations and typography of all advertising are subject to Seattle Times Company approval which reserves the right to reposition, classify, edit, reject or cancel any advertisement at any time, before or after insertion.

Advertising which resembles editorial content, in the sole opinion of Seattle Times Company, must be captioned "paid advertising." News heads and body type will not be used for any display advertising.

In consideration of publication of an advertisement, the Advertiser and the Agency, jointly and severally, will indemnify and hold harmless Seattle Times Company and The Hearst Corporation, their officers, agents and employees against expenses (including legal fees), liabilities and losses resulting from the publication or distribution of advertising, including, without limitation, claims or suits for libel, violation of privacy rights, copyright or trademark infringement, or deception, or other violations of law.

Except as provided in this paragraph, neither Seattle Times Company nor The Hearst Corporation shall be liable for any damages resulting from errors in, or nonpublication of, ads, including but not limited to, incidental, consequential, special, general, presumed or punitive damages or lost profits. The sole and exclusive remedy against Seattle Times Company and The Hearst Corporation for any error in, or nonpublication of, an ad shall be a refund of the cost of the ad or the printing of one make-good insertion; provided that the Advertiser/Agency has paid for the ad containing the error or which was not published. Notice of error must be given in time for correction before second insertion; otherwise no claim for repetition will be allowed. Failure to provide requested position shall not be grounds for refund or repetition. No allowance other than herein specified shall be made for imperfect printing or omission of key numbers.

Neither Seattle Times Company nor The Hearst Corporation shall be liable for any failure to print, publish or circulate all or any portion of an advertisement or of advertising lineage contracted for, if such failure is due to acts of God, strikes, accidents or other circumstances beyond Seattle Times Company's control.

Cancellations and changes in insertion orders will not be accepted by Seattle Times Company after the closing date.

Seattle Times Company will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with any portion or the applicable rate card or any applicable contract between Seattle Times Company and the Advertiser/Agency.

Waiver of any terms and conditions for particular advertising shall not constitute as to any other advertising and may not be asserted or relied upon as modification or amendment of these terms and conditions.

Advertising may not be accepted if the Advertiser/Agency specifies a designated page or position other than designated travel pages. The location of the advertising contracted for on designated travel pages is left to the option of The Seattle Times.

Seattle Times Company is not responsible for errors in advertisements accepted after normal deadlines.

Any conditions other than those set forth on this contract and the current Advertising Rate Card or Cards in effect during the period or periods of a contract must be made in writing and attached to the contract. No oral agreement will be recognized.

An agreement cannot be transferred or assigned without written consent of Seattle Times Company.

Acknowledgement of Terms and Conditions \_\_\_\_\_ (Signature & Date).  
\_\_\_\_\_ (Print Name).



**The Seattle Times**  
1120 JOHN ST.  
ATTN: ADVERTISING  
PO BOX 70  
SEATTLE WA 98111-9946

POSTAGE WILL BE PAID BY ADDRESSEE

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 708 SEATTLE, WA



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

