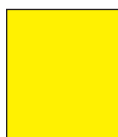




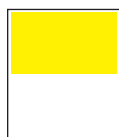
# Stand-By Advertising

**Program Description:** Stand-by ads are similar to flying stand-by on an airplane. If there is space, you're in. If there is not space, you're out. And just like on an airplane, we don't know if you're in or out until the last minute. Therefore, all material must be completed and ready to go prior to ad deadlines. To participate in this program we must have (prior to deadline) a complete folder including; 1. This form filled out and signed with the box checked. 2. Full payment as shown below. 3. Completed ad design. 4. All photos to be displayed in the ad (we do not provide photography for Stand-by ads). If any of these 4 items are missing, your ad will not run.

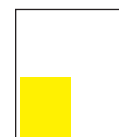
**Step 1** Select an ad size:



Full Page:  
8 3/8 x 10 7/8  
\$595.00



1/2 Page:  
7 1/2 x 5  
\$325.00



1/4 Page:  
3 1/2 x 5  
\$195.00

**Step 2** Advertiser Information:

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Fax Phone (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

**Step 3** Credit Card Information (your card will be charged only if your ad runs):



Card number \_\_\_\_\_ Exp. date (required) \_\_\_\_/\_\_\_\_

Name (exactly as it appears on the card): \_\_\_\_\_

Billing address (where the credit card bill is sent): \_\_\_\_\_

Sign here X \_\_\_\_\_

### Advertising Terms (Read before signing)

*Rates and terms are subject to change anytime prior to signing this agreement. Make sure you have the most current agreement before signing.*

**Photography:** NO PHOTOGRAPHY IS INCLUDED WITH STAND-BY ADS! Prior to submitting any photos or graphics the advertiser is responsible for obtaining release of all royalties (if any). Advertiser accepts full responsibility that all photos and graphics supplied by advertiser are royalty free and acceptable to use in this publication.

**Payments:** Full payment for your Stand-by ad must be included. Checks will not be deposited and credit cards will not be charged unless your ad runs in the magazine. Your account will be billed a \$20 service charge on any checks returned un-payable by your bank. Advertiser agrees to pay for all costs of collection including, but not limited to, reasonable attorneys fees made necessary by nonpayment.

**Term & Cancellation:** This is a Month-to-Month contract. **WRITTEN NOTICE PRIOR TO DEADLINE REQUIRED TO CANCEL THIS AGREEMENT.**

**Design & Logo Charges:** No charge for a standard company logo that has appeared previously in the magazine. No charge for standard ad design layout. (Custom backgrounds are a \$200 one time extra charge.) \$45 per hour charge for requests for nonstandard layout specifications or special graphics and designs.

**FREE Internet Listings & HomeMail™:** These programs are included and FREE but not automatic. To have your advertised properties appear accurately on the Internet, you **MUST** submit your ad copy completely filled out and legible on the proper SUMMIT PUBLISHING forms. (Use Online AdMaker)

**Error Credit Policy: NO ERROR CREDITS FOR AD COPY SUBMITTED LATE OR ILLEGIBLE! (Garbage in - Garbage out!)**

1. Primary phone number incorrect & no secondary number: *100% credit* 2. Primary phone number incorrect & secondary number correct: *50% credit* 3. Incorrect background color or marble: *10% credit* 4. Incorrect E-mail or Internet address: *10% credit* 5. Incorrect property photo: *credit that portion (%) of the ad*

**Other Terms & Conditions:** 1. Notification of ad copy changes must be made in writing. 2. Advertiser agrees to accept all liability for the content of their ad. 3. This magazine is for residential properties for sale or real estate related services only. No commercial or rental properties allowed. Publisher reserves the right to refuse any ads he deems inappropriate.

**Magazine Page Positions:** Stand-By ads are placed in the magazine wherever there is space. Your Stand-By ad will probably NOT be next to your regular ad (if any). Sorry, no page placement requests are allowed on Stand-By ads.

### Checklist

- All items must be included for this ad to run.
- This form completed & signed.
  - Check enclosed or credit card info filled out.
  - Ad design completed.
  - All photos included.

Concept to Print, Inc. PO Box 825, Gilbert AZ 85299 • Phone (480) 497-0807 • Fax (480) 926-2387

Rep \_\_\_\_\_