

Office of Bowdoin Magazine • 4104 College Station • Brunswick, Maine 04011
 Tel 207.725.3133 • Fax 207.725.3003 • E-mail magazineads@bowdoin.edu

Company/Advertiser		Representative
Street Address		City, State, Zip
Phone	Fax	E-mail Address

We (advertiser) agree to purchase advertising in *Bowdoin magazine*, published by Bowdoin College, on the following terms and conditions:

ISSUE	ADVERTISEMENTS DESIRED			COST
	Size	Requested Placement	Rate	Issue Cost
Vol. 1 (mid-October)				
Vol. 2 (mid-February)				
Vol. 3 (mid-May)				
				Total Cost
				Amount Enclosed

AGREEMENT

Submission of Materials. Advertiser agrees to supply to publisher all elements of the advertising to be published, including properly formatted files and proofs by the "Copy" deadline indicated on the *Bowdoin* magazine advertisement specifications card, incorporated herein by reference. Advertiser understands and agrees that any changes necessary to prepare or modify the advertisement to conform to the size or production specifications listed will be added as additional charges to the advertiser.

Cancellations. No cancellations are allowed after the "Space Reservation" deadline indicated on the *Bowdoin* magazine deadline and copy regulations card.

Publisher's Discretion. Publisher reserves the right to place the word *ADVERTISEMENT* on any material the publisher believes to resemble or to be confusingly similar to the publication's editorial or article format. Advertisers are permitted to advertise in the magazine at the publisher's discretion; the publisher reserves the right to refuse or cancel any advertising for any reason at any time.

Placement. Advertisements appear within the Class News section of *Bowdoin* magazine, and placement with Class News is at the publisher's discretion, though requests are considered on a first come, first served basis.

Errors. Publisher accepts no responsibility for any errors in advertisements prepared or approved by the advertiser. Any substantial errors that are the fault of the publisher will be subject to a reduction or reimbursement of the amounts paid by the advertiser, but in no case will any claim arising from any error exceed the amount paid for the advertisement by the advertiser. Publisher shall not be liable for any consequential damages

of any kind if for some reason the magazine does not publish an advertisement or the advertisement is published incorrectly.

Indemnity. Advertiser's materials are accepted and published upon the representation that the advertiser has the right to authorize publication of all contents of the advertisement and the representations made therein do not infringe or damage any third party. Advertiser agrees to indemnify and hold harmless the publisher from any and all claims and resulting damages, loss, and expense (including attorneys fees) arising out of the publication of the advertiser's material. These claims include, but are not limited to, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

Frequency Discounts. Frequency discounts are based on the number of advertisements placed in the magazine with a publication year. Advertiser agrees that if the number of advertisements drops below the number required for the frequency discount, the publisher will adjust the rate of any remaining advertisements to reflect the higher advertising rate (as specified on the *Bowdoin* magazine rate card) and will bill the advertiser for the difference between the amount paid and the full rate for the number of advertisements previously run.

Payment Terms. Advertiser must pay in advance. Payment must be received by the "Space Reservation" deadline.

Scope of Agreement. These terms and conditions are the complete understanding between the parties concerning all matters contained herein, and any prior statements or representations are superseded by this agreement.

 Bowdoin College
 Office of *Bowdoin* Magazine

date

 Advertiser

date

