



# Display Advertising Insertion Order Form

Date Submitted: \_\_\_\_/\_\_\_\_/\_\_\_\_

|            |     |                |                  |
|------------|-----|----------------|------------------|
| Advertiser |     | Contact Person |                  |
| Address    |     | City           | State Zip Code   |
| Phone      | Fax | E-Mail         | Web Site Address |

**Billing Information:**

|            |     |                |                  |
|------------|-----|----------------|------------------|
| Advertiser |     | Contact Person |                  |
| Address    |     | City           | State Zip Code   |
| Phone      | Fax | E-Mail         | Web Site Address |

**The Classic Car**

Files supplied (check one):  CD  E-mail  FTP  
 Pick up from previous: Month/Year: \_\_\_\_\_/\_\_\_\_\_  
 Frequency: \_\_\_\_\_ Preferred Position: \_\_\_\_\_  
 Issue:  Spring  Summer  Winter  Fall  
 Size:  Full page  Full page bleed  Full page spread  Full page spread bleed  
 Color:  Black & White  Full Color

**Bulletin**

Files supplied (check one):  CD  E-mail  FTP  
 Pick up from previous: Month/Year: \_\_\_\_\_/\_\_\_\_\_  
 Frequency: \_\_\_\_\_ Preferred Position: \_\_\_\_\_  
 Issue:  January  February  April  May  July  August  October  November  
 Size:  1/8 page  1/4 page  1/2 page horizontal  1/2 page vertical  
 Full page  Full page bleed  Full page spread  Full page spread bleed

**Handbook and Members Roster**

Files supplied (check one):  CD  E-mail  FTP  
 Pick up from previous: Month/Year: \_\_\_\_\_/\_\_\_\_\_  
 Preferred Position: \_\_\_\_\_  
 Size:  1/8 page  1/4 page  1/2 page horizontal  1/2 page vertical  
 Full page  Full page bleed  Full page spread  Full page spread bleed  
 Color:  Black & White  Full Color

**ClassicCarClub.org**

Files supplied (check one):  CD  E-mail  FTP  
 Pick up from previous: Month/Year: \_\_\_\_\_/\_\_\_\_\_  
**Directory Listing:**  Standard  Sponsor Check required print ad sizes.  
**Full Color Display:**  Single Block  Double Block  Tower Block Check required print ad sizes.

**ClassicCarClub.org Sponsor Level**

Files supplied (check one):  CD  E-mail  FTP  
 Pick up from previous: Month/Year: \_\_\_\_\_/\_\_\_\_\_  
 **Level One:** Tower Block, Sponsor Level Directory Listing and Full Page Profile  
 Check required print ads.  
 **Level Two:** Double Block and Sponsor Level Directory Listing Check required print ad sizes.  
 **Level Three:** Single Block and Sponsor Level Directory Listing Check required print ad sizes.

**Payment Information:** Payment is to accompany this signed order form.

**Check** (Make check payable to the Classic Car Club of America and mail to the CCCA)  
 **VISA**  **MasterCard**  **American Express** (Mail or fax credit card orders to the CCCA)

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Total Due: \$ \_\_\_\_\_

I agree to all advertising rates and terms on page 2 of this form.

Signature/Title \_\_\_\_\_ Date \_\_\_\_\_

Please print your name as signed above

\_\_\_\_\_  
 CCCA Sales Representative

Please retain a copy for your records.





## Display Advertising Terms and Conditions

1. The acceptance or execution of an order is subject to CCCA's approval of copy, text, display and illustration. Upon acceptance by Publisher, this Agreement shall be binding and cancelable only by mutual agreement on terms acceptable to the Publisher.
2. All cancellations must be submitted in writing before the corresponding issue's space closes. Preferred positions are cancelable only on 90 day's written notice. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for such monies as are due and payable to the publisher..
3. All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and hold harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
4. Any insertion of advertising made by an agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the publication(s) in which such insertion is to be published.
5. All rates and units of space are subject to change on 60 days' notice unless prepaid in full.
6. Orders for specific units of space and publication(s) of insertions are required at reservation.
7. Orders specifying positions are accepted on a first-come, request basis only.
8. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers or addresses for inserted material.
9. Orders that contain incorrect rates or conditions will be inserted and charged for at regularly scheduled rates. Such errors will be regarded as clerical.
10. Conditional orders are not accepted by the Publisher until space reservation payment is received.
11. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond the Publisher's control.
12. Rates charged and discounts allowed are subject to short rate or rebate if different from rates or discount earned or space actually used.
13. Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
14. Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the sole judgment of the Publisher, look like editorial pages will be marked "Advertisement."
15. The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or for any consequential or incidental damages.
16. No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on the Space Reservation, will be binding on the Publisher.
17. As used in this section, the term "Publisher" shall refer to CCCA, its heirs, successors and assigns. The terms of this agreement shall be interpreted according to the laws of the State of Illinois and the United States of America.

To obtain additional information on CCCA advertising rates and specifications packages visit [ClassicCarClub.org](http://ClassicCarClub.org) or contact:

Jay Quail, Executive Director

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