

## Display Advertising Contract for the **ILLINOIS DENTAL NEWS**

This contract is by and between the Illinois State Dental Society, an Illinois not-for-profit corporation (“publisher”), publisher of the *Illinois Dental News* and \_\_\_\_\_ (“advertiser”). This contract authorizes the Illinois State Dental Society to insert advertising in the *Illinois Dental News* to occupy \_\_\_\_\_ page(s) beginning with the \_\_\_\_\_ issue and continuing on a \_\_\_\_\_ time basis.

It is understood and agreed that all insertions herein ordered will be used within a twelve-month period and billed at the rate shown on the official rate card. Should more or less space be used, rates will be adjusted accordingly. Payment for advertising covered by this contract will be made within thirty days of the date of billing by the publisher.

The publisher reserves the right to cancel the contract at any time upon default by the advertiser in the payment of bills. In the case of delinquency in payment or impaired credit of the advertiser, the publisher shall have the right at any time to change the requirements as to terms of payment for further advertising under this contract. Publisher may require proof of any claims made in advertising at publisher’s sole discretion.

Authority is given to repeat previous copy if new copy is not received by the closing date as stated on the official rate card.

Agency \_\_\_\_\_ Advertiser \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

Telephone \_\_\_\_\_ Telephone \_\_\_\_\_

Rate: \_\_\_\_\_

(Extra charge for each special position or color — see current rate card)

Months of insertion: \_\_\_\_\_

Copy to come from: \_\_\_\_\_

Bill to be sent to: \_\_\_\_\_

Checking copies — Number: \_\_\_\_\_

To be sent to: \_\_\_\_\_

\_\_\_\_\_  
Authorized Advertiser Signature

\_\_\_\_\_  
Authorized Publisher Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Return contract to *Illinois Dental News*  
Illinois State Dental Society • 1010 South Second Street • Springfield, Illinois 62704 • Attention: Jennifer Walker  
FAX: 217/525-8872 • TELEPHONE: 217/525-1406