



Style Magazine- Local Regional Edition    
  Style Savings Guide- Folsom-El Dorado Hills (SSGF)    
  Style Home Design Special Advertising Section    
  Readers' Choice All-Stars Special Ad Section    
  Holiday Shopping Guide Supplemental Publication

Date: 1/24/24 Acct. Rep. Wendy Bill To:  Client  Agency

Name As Advertised: Folsom Lake College Contact: Karla Lozano, Assistant to the President  
 Company: Same Email: "Lozano, Karla" <LozanoK@flc.losrios.edu>  
 Address: 10 College Parkway Phone: 916-608-6572 Mobile: \_\_\_\_\_  
 City: Folsom State: CA Zip: 95630

**YES, SIGN ME UP FOR THE MONTHLY STYLE NEWSLETTER**  **NO, THANK YOU!**  **EMAIL TO INCLUDE:**

Issue:	Ad Size:	Gross Cost:	Net Cost:	Magazine Display Ad Creation Details						
1	Feb 2023	1/2P-Education Guide	\$ 1,911	\$ 1,050.50	<input checked="" type="checkbox"/>	Client Submitting	<input type="checkbox"/>	Needs to be created	<input type="checkbox"/>	Other (see special Instructions)
2			\$ _____	\$ _____	<input type="checkbox"/>	New design Full Page \$250	<input type="checkbox"/>	New design - 2/3P \$200	<input type="checkbox"/>	New design - 1/2P \$175
3			\$ _____	\$ _____	<input type="checkbox"/>	New design - 1/3P \$150	<input type="checkbox"/>	New design - 1/4P \$125	<input type="checkbox"/>	New design - ShopLocal or 1/6P \$100
4			\$ _____	\$ _____	<b>Amount: _____ Client's Initials: _____</b>					
5			\$ _____	\$ _____	This amount will be billed with your first issue billing. Please note that additional ad design will be billed at the rates above.					
6			\$ _____	\$ _____	<b>Ad Close &amp; Delivery Dates*</b> (also refer to media kit) <i>*note that dates may change—please confirm dates with your representative</i>					
7			\$ _____	\$ _____	Issue	Ad Close	Distribution Starts	Issue	Ad Close	Distribution Starts
8			\$ _____	\$ _____	Jan 2024	11/24/23	12/26/23	Jan 2025	11/22/24	12/24/24
9			\$ _____	\$ _____	Feb 2024	12/22/23	1/23/24	Feb 2025	12/27/24	1/28/25
10			\$ _____	\$ _____	March 2024	1/26/24	2/27/24	March 2025	1/24/25	2/25/25
11			\$ _____	\$ _____	April 2024	2/23/24	3/26/24	April 2025	2/21/25	3/25/25
12			\$ _____	\$ _____	May 2024	3/22/24	4/23/24	May 2025	3/21/25	4/22/25
13			\$ _____	\$ _____	June 2024	4/26/24	5/28/24	June 2025	4/25/25	5/27/25
14			\$ _____	\$ _____	July 2024	5/24/24	6/25/24	July 2025	5/23/25	6/24/25

SPECIAL INSTRUCTIONS:			Issue	Ad Close	Distribution Starts	Issue	Ad Close	Distribution Starts
Gross rate is the 1x open rate; net rate includes all discounts. Thank you!			August 2024	6/21/24	7/23/24	August 2025	6/27/25	7/29/25
			Sept 2024	7/26/24	8/27/24	Sept 2025	7/25/25	8/26/25
			Oct 2024 - RCA	8/23/24	9/24/24	Oct 2025 - RCA	8/22/25	9/23/25
			Nov 2024	9/27/24	10/29/24	Nov 2025	9/26/25	10/28/25
			Dec 2024	10/25/24	11/26/24	Dec 2025	10/24/25	11/25/25
						Holiday Shopping Guide Supplemental Publication - same as Dec. 2024		

I hereby authorize the above-described advertisement(s) to be published in the applicable Style publication(s). I also personally assume full responsibility for any and all debts incurred by myself and the advertising company listed on this contract for payment of all charges for said advertisement, whether placed individually or through my authorized agent and entity, and confirm that this is a binding contract (this is considered a personal guarantee by the owner and/or officers and/or shareholders of the advertising business). Furthermore, I personally guarantee full and complete payment according to the terms set forth by Style Media Group, Inc. I acknowledge that Style Media Group holds advertiser, its entity and its agency, if applicable, jointly and severally liable for all payments. Failure to fulfill contract will result in an adjusted rate to the earned frequency rate and is subject to additional discount forfeiture; and client may be liable for ad creation costs. Cancellation of this contract prior to its fulfillment must be dated and in writing and forwarded to appropriate sales representative (or faxed to 916-596-2100 or via email: info@stylemg.com). Cancellations will not be accepted over the phone. I further agree and understand that if any invoice is not paid within the appropriate terms (Credit Card billed and paid by distribution date noted above; EFT billed and paid by distribution date noted above; and Pre-pay check to be received by appropriate ad close date, or Net 10 by 10 days after the distribution date of the publication(s)), the invoice is considered past due and all discounts including but not limited to frequency, CC, EFT, prepay, combo buy, etc. are forfeited and I will pay the open (2x for SSG) rate applicable to ad size on the current year rate card. In addition, past due amounts will accrue interest at the rate of 1.5% or the maximum rate allowed by law (whichever is more) per month, from the date any such amount becomes past due. I have read and understand the terms and conditions stated on the front and back of this insertion order. I also understand and acknowledge that no space cancellations are accepted after ad close date (as stated above and on our printed issue dates calendar).

XX - All discounts already included in above net rates    
 Yes, I'd like to take advantage of the additional 10% discount by paying each issue in full via credit card or EFT by the issue's distribution date noted above and on our issue dates editorial calendar (note that first time clients' credit cards are processed on the ad close date for the first issue insertion net amount on the first issue ad close date, or upon execution of contract if ad close date has already passed)

I understand that in order to qualify for this discount, the CC Authorization form and/or EFT Authorization form must be completed in full and presented with this insertion order/contract, and that the discount is given contingent upon paying each issue in full on the applicable issue by distribution date and will be removed if these terms are not met.

Client's initials and date agreeing to the 10% discount and payment terms contingent with this discount.

STYLE MEDIA GROUP SALES REPRESENTATIVE COMPLETES THIS LINE: Do the net rates above reflect this 10% discount     YES:      NO:

If not, please note the final net rate reflecting the 10% discount for paying each issue in full on the issue's distribution date via CC or EFT:

**PAYMENT INFORMATION (REQUIRED):** Please read terms in full on payment methods below. I wish to pay via:

- Credit Card - please complete credit card authorization form in full to qualify. I understand that my credit card will be billed on the applicable distribution date(s) (note that first time clients' credit cards are processed on the ad close date for the first insertion net amount on the first issue applicable ad close date). I agree to the terms stated on the Credit Card Authorization form.
- EFT - Electronic Funds Transfer - please complete EFT authorization form in full to qualify. I understand that my checking account will be billed/debited on the applicable distribution date(s) (note that first time clients' EFT transactions are processed on the ad close date for the first insertion total net amount on the first issue applicable ad close date). I agree to the terms stated on the EFT Authorization Form.
- Check - Client will pay via check - please immediately invoice client.

Authorized Signature: Karla Lozano     Date: Jan 29, 2024  
 Name of Authorized Signer: Karla Lozano     Title: Assistant to President - FLC  
 Business Owner's Signature: \_\_\_\_\_     Date: \_\_\_\_\_

## Terms and Conditions

### Payment and Credit Terms

(a) Advertiser agrees to pay pursuant to Style Media Group's publications rate cards, the terms and conditions of which are incorporated herein. This agreement entitles the Advertiser to a discount off of the open (1x or 2x for SSG) rate on the rate card, however this agreement does not guarantee a fixed rate, and Style Media Group reserves the right to modify its rate card at any time upon 30 days' notice. (b) Advertiser will be short rated if it does not use the minimum space or frequency contracted for. (c) Where credit has been granted payment will be due and payable within 10 days of distribution of magazine. (d) All applicable discounts including but not limited to frequency, CC, EFT, prepay, combo buy and/or any other discounts given are based upon timely payment of invoice. Advertiser will forfeit any and all discounts if invoice is not paid by the due date and agrees to pay the open (1x or 2x for SSG) applicable ad size rate on the current rate card for the past due insertion(s). (e) Past due amounts will accrue interest at the rate of 1.5% or the maximum rate allowed by law (whichever is more) per month, from the date any such amount becomes past due. (f) Advertiser will incur a \$25 charge, as permitted by state law, for any check returned to Style Media Group unpaid. (g) Upon failure of Advertisers to pay any amounts due or in the event of any other material breach of this agreement, Style Media Group may, at its sole option, require cash in advance, stop inserting advertiser's advertisements and / or terminate this agreement as provided below. The total amount due hereunder will become immediately due and payable, and Style Media Group may stop inserting advertiser's advertisements in its publication, in the event that the advertiser: (1) discontinues the operation of its business; (2) files or has filed against any petition or pleading bankruptcy or for the appointment of a receiver; (3) makes any assignment for the benefit of creditors; or (4) fails to pay any amount due hereunder when due. (h) Advertiser agrees to pay all costs (including but not limited to collection agency fees, court costs, process server fees and attorney's fees) incurred by Style Media Group in collecting advertiser's delinquent accounts. (i) In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes will be assumed and paid by the advertiser. (k) The owner and/or officers and/or shareholders of advertised business will be held personally liable for any advertising and collection costs incurred.

### Material Produced by Style Media Group

Any advertising material produced by Style Media Group pursuant to this agreement will remain the sole property of Style Media Group, and Advertisers will accrue no rights thereto and will not use such advertising in any fashion without the express written consent of Style Media Group, unless otherwise agreed to and noted on insertion order.

### Conditions

(a) ADVERTISER, ITS ENTITY AND ITS AGENCY WILL BE JOINTLY AND SEVERALLY LIABLE FOR THEIR OBLIGATIONS HEREUNDER. (b) Style Media Group may, in its sole discretion, edit, reclassify or reject any advertising copy submitted by advertiser, including, without any limitation whatsoever, that Style Media Group may place the word "Advertisement" with any copy that, in its opinion, resembles editorial matter, or it may reject such copy. Style Media Group does not guarantee the placement of any ad in a specific section or within a page, unless negotiated and agreed to by all parties and placed on contract. Otherwise, placement is dependent upon production requirements and availability. (c) Any cancellations or corrections must be in writing and must be received by the advertising department prior to the advertising close deadline as stated in the then current rate card/issue dates page; orders, cancellations or corrections communicated orally or after the deadline are entirely at the advertiser's own risk and Style Media Group assumes no responsibility therefore. (d) In the event of a material error caused by Style Media Group, Style Media Group's liability is limited to the cost of the first insertion for the advertisement at issue, provided, however, that an error will not be subject to adjustment unless it is reported to Style Media Group within 7 days of publication and errors that do not materially affect the value of an advertisement are not subject to any adjustment. IN NO EVENT WILL Style Media Group BE LIABLE FOR ANY COSTS, DAMAGES OR LOSS (INCLUDING BUT NOT LIMITED TO LOSS OF PROJECTED EARNINGS) DIRECTLY OR INDIRECTLY ARISING FROM ERRORS IN ADVERTISEMENTS OR WITH RESPECT TO AD PLACEMENT OR IF, FOR ANY REASONS, IT FAILS TO PUBLISH AN ADVERTISEMENT OR CIRCULATE ALL OR ANY PART OF ANY ISSUE. (e) This Agreement may not be transferred by the Advertiser without Style Media Group's prior written consent. (f) Style Media Group's advertising representatives are not authorized to amend the terms of this Agreement, either orally or in writing. Style Media Group will not be bound by any terms or conditions whatsoever appearing on insertion orders or other documents from, or communications by, advertiser. The failure or delay of Style Media Group to enforce any term or condition of this agreement will not be construed as a waiver of any of its rights. (g) This agreement will be interpreted and enforced in accordance with the laws of the State of California, applicable to agreements made and to be wholly performed therein.

### Term, Termination and Renewal

(a) Advertisers may terminate this Agreement at any time upon written notice to their advertising sales representative, but only as to ads remaining to be published at that time. Please note that there are no cancellations accepted for a current issue after the printed ad close deadline of that issue. Cancellation of this contract prior to its fulfillment must be dated and in writing and forwarded to appropriate sales representative (or faxed to 916-596-2100 or via email: info@stylemg.com). Cancellations will not be accepted over the phone. Upon termination by Advertiser for any reason, any amounts due will immediately become due and payable and Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination. (b) Style Media Group may terminate this Agreement at any time and for any reason. In that event, any amounts due from Advertiser will immediately become due and payable; Advertiser will be entitled to any frequency discounts which would have been earned had the Agreement run to its scheduled date of expiration, unless Style Media Group terminates the Agreement because of a breach by Advertiser, in which case Advertiser will be entitled only to such frequency discounts as will have been earned to the date of termination. If Style Media Group terminates this agreement due to non-payment by Advertiser, any and all discounts given to Advertiser become null and void and any and all outstanding invoices will be billed at the 1x (or 2x for SSG) rate on the current year rate card and will be subject to further collection costs and interest fees.

### Warranties and Representations and Indemnification

Advertiser warrants and represents that it has the full right and authority to utilize all material provided for publication, including all textural or graphic matter, and that its advertisements will not violate any person or entity's rights or violate any law. Upon request, advertiser will supply Style Media Group with copies of license, releases, or other written proof of such rights and, upon request, advertiser will supply Style Media Group with documentation of any advertising claims made in material provided by advertiser. Advertiser will indemnify and save Style Media Group harmless from any loss, cost, liability, claim, suit or damages arising out of or in connection with any claim which, if sustained, would constitute a breach of advertiser's warranties and representatives or otherwise arising out of or in connection with the publication of any material furnished to Style Media Group, any advertiser-sponsored contests or promotions, or any co-op or other advertising for the advertiser that is subsidized or otherwise paid for by a third party. The provisions of this paragraph will survive the termination of this agreement.

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Clients Initials and Date

Jan 29, 2024