

ADVERTISING AGREEMENT

First/Last Name: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-mail: _____

Ad Changes Contact: _____ Account Manager: _____

Billing Contact: _____ E-mail: _____

Ad Size/Orientation: _____ Number of insertions: _____ Ad Rate: _____

Issue(s): 2022: _____ 2023: _____
___Spring ___Summer ___Harvest ___Holiday ___Spring ___Summer ___Harvest ___Holiday

TERMS AND CONDITIONS:

A. All contents of advertisements are subject to San Luis Obispo’s approval. Edible San Luis Obispo reserves the right to reject or cancel any advertisement, insertion order or space reservation, or position commitment at any time without cause. Edible San Luis Obispo reserves the right to insert the word “advertisement” above or below any copy.

B. An advertising contract can be cancelled by the advertiser in writing thirty (30) days prior to the next scheduled deadline date. The penalty for cancellation is 25% of the per-issue ad rate stated on the contract. Payment will be billed upon receipt of notification of the cancellation of the contract, and is due immediately.

C. Positioning of advertisements is at the discretion of the Edible San Luis Obispo, except where a request for a specific preferred position is acknowledged by Edible San Luis Obispo in writing.

D. Edible San Luis Obispo shall have no liability for errors in key numbers or advertisers’ index.

E. Edible San Luis Obispo shall have the right to hold advertiser and/ or advertising agency jointly and severally liable for such monies as are due and payable to Edible San Luis Obispo for advertising which

advertiser or its agent ordered and which advertising was published.

F. Conditions other than rates are subject to change by Edible San Luis Obispo without notice.

G. In the event that any amounts due under this agreement are not paid in accordance to proscribed payment terms listed in Addendum A, Edible San Luis Obispo reserves the right to charge interest for delayed payment of 2% per month or the maximum legal rate of interest allowed by law for all invoices past due in excess of 30 days.

H. This agreement shall be governed and constructed in accordance with the laws of the State of California. In the event that commercial collection or legal proceedings be instituted by Edible San Luis Obispo to collect any amount due under the agreement, advertiser agrees to pay reasonable attorney’s fees or collections fees of 20% of the unpaid balance plus any other court costs and changes incurred.

I. Payment shall be addressed to “Shop Talk LA”, parent company of Edible San Luis Obispo. Payment shall be mailed to Shop Talk LA PO Box 2053 Paso Robles, CA 93447.

Signature: _____ Date: _____



SAN LUIS OBISPO & WINE COUNTY