

TERMS & CONDITIONS

1. Definitions. "Publisher" shall hereinafter mean CRAIGSBOK, INC, and "Advertiser" shall mean individual, partnership, association, joint stock company or corporation authorizing listings and/or advertising in the directory.
2. Terms. Unless otherwise agreed upon and specified in writing, terms are net, cash with copy, interest will be charged on overdue accounts at the rate of 1 1/2 percent per month.
3. "Author's Corrections" meaning changes from original copy or specifications, after all or part of work is completed, necessitating additional work shall be charged for extra at current rates.
4. Collections. If the Advertiser's account becomes over 30 days past due, the Publisher has the right to have all discounts (including unused barter) become null and void and the total unpaid amount of the contract will become immediately due. Advertiser agrees to pay all costs of collections, including court costs, collection agency fees, and reasonable attorney fees whether or not suit is filed. A billing charge of \$5.00 per month will be charged to the Advertiser if any part of the balance becomes past due, until the account becomes current or is paid in full. If a check given to the Publisher for payment is dishonored for any reason, the Publisher will charge the Advertiser a fee of \$25.00 unless a larger amount is recoverable by law. (Advertiser expressly agrees that, if Advertiser has a business site outside of the State of California, that California is the proper site of any action brought by either party for enforcement or breach of any provision of this contract, that jurisdiction is vested in the California courts, and that California law will be applied.
5. The Publisher reserves the right to reject any or all advertising copy. Failure to furnish copy gives the Publisher the right to make up copy. No specific position for display advertising is guaranteed.
6. The Publisher reserves the right to extend or reduce by not more than three (3) months the issue date and period of the directory.
7. In case of error in or omission of the advertisement due to the negligence of the Publisher, the Publisher's liability shall be limited to a pro rate abatement of the charge paid to the Publisher for such advertisement in the proportion that the error or omission reduces, if at all, the value of the entire advertisement, but in no event shall such liability exceed the amount payable to the Publisher for said advertising. No adjustment shall be made nor shall the Publisher be liable for any damages whatsoever arising from any error and/or omission in/of any gratuitous listing and/or advertisement. If an error should occur the following adjustments will apply or be considered.
 - a. Omission or incorrect main number. 100%
 - b. Incorrect alternate call number 15%
 - c. Incorrect business name or address 25%
 - d. Incorrect spelling of a word. none

No adjustments will be considered on free classifieds marked N/C on this contract. Each item shall receive reimbursement independent of any other item. An error in a main phone number in a listing, for example, shall warrant full reimbursement of the price of that listing only and shall have no effect on monies spent for other display ads and listings purchased by the same Advertiser.

8. The person signing this agreement warrants that he/she has authority for and in behalf of the Advertiser to do so. In addition, the signer, on behalf of the Advertiser, represents and warrants that he/she is Duly Authorized Agent for the Product or Service to be advertised and that the use of any Trade Mark, Trade Name, Logo or Illustration appearing in the Advertising

Display or Listing hereby contracted for has been authorized by the Owner or Owners thereof. The Advertiser agrees to hold the Publisher harmless from any and all claims and demands asserted against the Publisher by reason of the falsity of any portion of said advertising or the unauthorized use of any Trade Mark, Trade Name, Logo or Illustration therein.

9. Cancellation may be made by Advertiser providing such notice of cancellation is made in writing and received by Publisher within ten (10) days of the date of this contract or at the canvas close date, whichever is sooner. Advertiser also agrees to reimburse Publisher for any expenses incurred on this order in the interim.
10. If Advertiser sells or discontinues business before or after publication of the directory, no payment or amount due under the terms of this contract will be waived thereby. The signer of the agreement guarantees payment of the amount due either directly or through escrow if the business is sold.
11. No agent or employee, individually, of the Publisher has the authority to vary any terms of this application. No verbal agreement is binding.
12. This agreement constitutes the entire agreement between the parties and neither shall be bound by any terms, conditions, or representatives not herein contained and said agreement shall become binding on both parties upon signing hereof by the Advertiser and acceptance by the Publisher.
13. In the event of a dispute arising out of this contract, the parties agree that California law is to be applied.
14. Advertiser will be sent one verification copy for each different display or in column ad. Changes can be made, to the ad copy, at that time. If proof is mailed to the Advertiser and said proof is not returned by Advertiser within the time set forth on the proof sheet, it is mutually understood and agreed that said proof shall be assumed to be correct.

ADVERTISING ITEMS

ABL	Anchor Bold Listing
CRL	Classified Regular Listing
CBL	Classified Bold Listing
WBL	White Bold Listing
SWBL	Super White Bold Listing
SWLL	Super White Logo Listing
EL	Extra Line
HS**	In Column Space (1HS = 1/2")
QC*	Quarter Column
HC*	Half Column
DQC*	Double Quarter Column
HP*	Half Page
TQP*	Three Quarter Page
FP*	Full Page
DT*	Double Truck (2 Full Pages)

* X added to display ads means Full Color

** R added to HS means Red (4HS ONLY)

COVER COLOR ITEMS

IFC	Inside Front Cover (Color)
IBC	Inside Back Cover (Color)
OBC	Outside Back Cover (Color)
TABHP	Color Insert Half Page (Color)
TABFP	Color Insert Full Page (Color)
FCB	Front Cover Banner (Color)
Spine	Book Spine Ad (Color)

Internet Items

HSB	Home Page Side Banner
HST	Home Page Top Banner
2SB	2nd Page Side Banner
2TB	2nd Page Top Banner
3SB	3rd Page Side Banner
3TB	3rd Page Top Banner