



**ILLINOIS RURAL WATER ASSOCIATION**  
**P.O. Box 49, Taylorville, IL 62568**  
**Phone: (217) 287-2115 Fax: (217) 824-8638**

**ADVERTISING AGREEMENT**

**ADVERTISER**

Company or Individual Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

The following advertisement insertion is hereby ordered:

Ad Size: \_\_\_\_\_ Horizontal  Vertical

Color: Black / White  Full Color

Please note: Color positions are not guaranteed other than covers.

Contract length: 1x  2x  3x  one year

The rate for this advertisement space is \$ \_\_\_\_\_ per  
insertion, for a total of \_\_\_\_\_ insertion(s), totaling \$ \_\_\_\_\_

Ad Duration from \_\_\_\_\_ to \_\_\_\_\_

**If you already are advertising in Waterways, you do not need to resend your ad unless you want a different ad ran in Water Ways for the upcoming year.**

**Advertisement will arrive:**

**Keep the current ad for the upcoming year**  
**Or**

**send new ad via email at [ilrwadb@ilrwa.org](mailto:ilrwadb@ilrwa.org)**

Camera-ready

Production required

Production services provided by Publisher are billed separately from advertising space. A separate price quote will be furnished upon request with the "Production Services Rates" sheet.

**Payment:**

Payment Enclosed \$ \_\_\_\_\_

**We do not accept purchase orders.**

**Please note. . .the ad agreement and payment must be received before your ad will appear in the magazine.**

**GENERAL TERMS and CONDITIONS**

This Advertising Agreement is subject to the terms outlined herein as well as those in the current Advertising Rate Card. Please read all terms carefully before signing.

All Advertising Agreements are subject to Publisher's approval and acceptance. Acceptance of this Advertising Agreement shall constitute an agreement to provide advertising space as described in this agreement and for production services if and only when an additional advertising production estimate agreement is attached to this agreement. The undersigned, by the signing of this advertising agreement, acknowledges that he/she has read and understands all of the terms contained herein, and in the current advertising rate card and that this agreement is subject to all such terms which are expressly made a part of this agreement.

Cancellations or changes in the advertising agreement are not accepted after the duly authorized officer of the advertising client or agency has signed the agreement and no cancellations may be considered executed unless acknowledged in writing by the publisher. In the event of such cancellation, all charges for the contracted space (including multiple insertions) will be immediately due and payable to the publisher, and any deposits will be forfeited.

Payment for all advertising and production shall be the responsibility of the advertiser and any contracted advertising agency or client shall be made in accordance with the publisher's current rate card unless otherwise duly noted in this agreement. The publisher shall not be required to seek payment directly from the advertiser when the advertisement is placed by any contracted advertising agency and may seek payment from either or both said parties. Past due accounts (over 30 days) may be charged 1.5% interest per month. In the event payment is not made as required and agreed to in this agreement, and the account is referred to the attorney of the publisher. The advertiser and the advertising agency/client shall also be responsible for any and all attorney fees and court cost incurred in the collection of the debt, as well as the costs and fees incurred in connection therewith. The publisher reserves the right to request payment prior to publication.

The advertiser and advertising agency/client agree to indemnify and hold harmless the publisher and any and all of the publisher's publishing clients with whom the publisher may have contracted for any and all loss, expenses or other liability (including attorney fees) arising from any claim of libel, violation of privacy, plagiarism, or copyright infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of any advertised copy submitted, printed or published. Advertiser and advertising agency/client also agree to indemnify and hold harmless the publisher and any and all of the publisher's publishing clients with whom the publisher may have contracted from the loss of any artwork, materials, separations, PMTs, negatives, and any other materials submitted to the publisher for said advertisement or for raw materials submitted to the publisher, for production of advertisement, such as copy and photography, and any related expense or other liability (including attorney fees).

The publisher is not liable for delays in delivery and or non-delivery in the event of natural disasters, strike, labor or material shortage, editorial or production delays, or any condition affecting production or delivery in any manner.

**Agreement Acceptance**

This \_\_\_\_\_ day of \_\_\_\_\_, 2021 \_\_\_\_

by:

\_\_\_\_\_  
Agency or Client's Signature

\_\_\_\_\_  
Agency or Client's Name & Title (please print)

\_\_\_\_\_  
Publisher's Signature