



Deep Creek Civic Association Advertising Agreement

This Advertising Agreement is effective as of _____, by and between the Deep Creek Civic Association referred to as "Association" and _____, referred to as "Advertiser," a business whose mailing address is _____,

Email _____, Phone _____.

The Association is a "not-for-profit" incorporated association (ID 59-2522813) duly organized and authorized for providing administrative activities and communication for the Deep Creek Civic Association located in Punta Gorda, FL 33983 as such for the purpose in which advertiser will sponsor an ad for a specific time according to this agreement.

If applicable, Advertiser is a licensed business in Charlotte County, Florida. Association is willing to allow Advertiser to advertise according to guidelines in the Deep Creek Civic Association Newsletter in accordance with Association's policies and procedures, and by doing so will allow Advertiser to promote its services to members of the Association, but in no way has a fiduciary relationship or liability with the Advertiser.

Operative Terms

Due to the Association's need to protect its legitimate business interest, good will and in consideration of Advertiser's association as an Advertiser located within the local community or surrounding area of the Association the parties agree to the following:

- a. **Term of Agreement and Renewal:** The Association accepts Advertiser to advertise legitimate services in the newsletter commencing on the effective date listed below and may be terminated pursuant to the provisions of this Agreement. The word "Term" means the below period from date of commence below.
- b. **Advertiser:** This Agreement does not create a fiduciary relationship between the parties. The Advertiser is an independent, unrelated business. Advertiser agrees to sponsor an ad as specified, signed and attached to this document.
- c. **Responsibilities and Duties:** During the Term, Advertiser will provide camera-ready artwork and information with which ad may be developed and designed to meet both the guidelines of the Advertiser and the Association. Association will provide Advertiser with bi-monthly issues of the Deep Creek News via email, unless specifically requesting a print copy, each fiscal year of this contract or will provide additional issues in the following fiscal year in the event of catastrophic disaster or a prorated refund deducting any artwork or color costs involved in initial setup of ad if preprinted stock is damaged or destroyed. The attached ad will remain the same for the duration of this agreement. Ads that are for three (3) issues or less must be paid in full at the time of signing this contract. Ads for six (6) issues or more require a first quarter payment at the time of contract signing and the remaining balance is broken down into quarterly payment that must be received by the 15th day of the month for the ad to appear in the next issue.
- d. **Termination:**
 - 1) Termination without Cause: Either party may terminate this Agreement with three (3) months written notice prior to the end of the advertising period to allow Association due time to replace advertiser.
 - 2) Advertiser may continue advertising with first rights of response to renewal of this agreement.

Compensation: The cost of this ad will be as follows (circle your choice):

Ad Size	1 Issue (2 mos)	3 Issues (6 mos)	6 Issues (12 mos)
Business Card	\$ 50.00	\$140.00	\$ 270.00
Quarter Page	\$ 90.00	\$260.00	\$ 510.00
Half Page	\$130.00	\$380.00	\$ 750.00
Full Page	\$220.00	\$650.00	\$1290.00

Ad Start Month: The ad will appear beginning with the _____ issue of the Deep Creek News.

Deep Creek Civic Association Representative Date

Authorized Advertiser Representative Date