



www.westerncarolinian.com  
 westerncarolinian@wcu.edu  
 (828) 227-2694

# AD CONTRACT

Business Name:

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Contact Individual:

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Address:

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City:

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

Phone:

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Email:

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## What to know

- All ads are color and placement is based on a first-come-first-serve basis
- Ad design fee only applies if The Western Carolinian designs your ad
- All pre-designed ads must be supplied in high-quality format (.jpg or .png) via email, OneDrive or Google Drive
- Pre-designed ads are subject to approval and adjustment by The Western Carolinian's design team

Payment through check to:  
**Western Carolina University**  
**Attn. Jenea Shuler**  
**245 Memorial Drive**  
**AK Hinds University Center**  
**Room 210**  
**Cullowhee, NC 28723**

\*checks made payable to Western Carolina University

Size	Type	Ad Provider	Total
<input type="checkbox"/> 1/4 Page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> Full Page <input type="checkbox"/> Online	<input type="checkbox"/> Single <input type="checkbox"/> Semester <input type="checkbox"/> Year long	<input type="checkbox"/> Business <input type="checkbox"/> The Western Carolinian	<b>Amount due:</b> \$ _____ <input type="checkbox"/> Cash <input type="checkbox"/> Check



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The advertiser or advertising agency agree to assume liability, jointly and severally, for the content of any advertisement they have caused to be published in The Western Carolinian and related media and any claim arising from such publication, including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. In addition, the advertiser and advertising agency agree, jointly and severally, to indemnify, defend and hold The Western Carolinian harmless for all claims (whether valid or invalid), lawsuits, judgments, liabilities, damages, losses, costs and expenses of any nature (including the assessment of reasonable attorneys' fees) resulting from or caused by the publication of any advertisement placed by the advertiser or advertising agency.

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Advertiser

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Date

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Managing Editor

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Date