

TEXAS TOWN & CITY ADVERTISING CONTRACT

The official publication of the Texas Municipal League



COMPANY INFORMATION

DATE: _____

ADVERTISER: _____

AGENCY (IF APPLICABLE): _____

PRIMARY CONTACT REGARDING THIS CONTRACT: _____

PRIMARY EMAIL: _____ PHONE: () _____

URL FOR DIGITAL AD: _____

BILLING INFORMATION

COMPANY TO BILL: _____

BILLING CONTACT: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

BILLING EMAIL: _____ PHONE: () _____

AD SELECTION

- FULL PAGE
- HALF PAGE HORIZONTAL
- CENTER SPREAD
- QUARTER PAGE
- ONE-THIRD PAGE VERTICAL
- HALF PAGE VERTICAL
- TWO PAGE ADVERTORIAL
- ONE-THIRD PAGE HORIZONTAL
- ONE-THIRD PAGE HORIZONTAL
- FULL PAGE INSIDE FRONT COVER
- FOUR PAGE ADVERTORIAL

ISSUE SELECTION

- JAN JUN SEP
- MAR JUL NOV
- APR AUG DEC
- MAY

View [TML Deadlines](#) for editorial calendar and advertising deadlines

AD RATES

RATE PER ISSUE: \$ _____ NUMBER OF ISSUES: _____ TOTAL AMOUNT: \$ _____

BILL MONTHLY PER ISSUE OR BILL FOR CONTRACT TOTAL

TML ADVERTISING POLICY: These rules apply to any advertiser (Advertiser) applying to enter into an advertising contract (Contract) with the Texas Municipal League (Publisher) for insertion of advertisements (Ad or Ads) in *Texas Town & City* (Publication), and subject to the following terms: **MATERIALS:** Advertiser agrees to adhere to Ad measurements and guidelines set forth by Publisher. Publisher reserves the right to reject or cancel at any time any Ad which Publisher determines, in its sole discretion, does not conform to the editorial or graphic standards of the Publication, or if Advertiser has a past due balance owed to Publisher. Publisher has the right to include all Ads contracted for each Publication regardless of competitor conflicts. TML considers but does not guarantee requests for special or fixed positioning of Ads. Previous Ads will be repeated according to Contract unless new copy is received by closing date. **CONTENT:** Publisher reserves the right to place the words "Paid Advertisement" or similar wording on any Advertisement. Any references to TML or its programs or services in advertisements are subject to TML written approval for use. Advertisers and agencies representing the Advertiser assume liability for all Ad contents, text, photos, illustrations, and representations. Advertiser agrees to honor any offers specified in its advertisement. Advertiser assumes full responsibility that Advertiser's advertisement, business operations, services, and products comply with all applicable laws. **BILLING TERMS:** First-time Advertisers will be invoiced for first insertion of Contract and must submit payment before first Ad is run. Additional Ads will be billed monthly. Cancellations and changes cannot be accepted after closing dates. If Ad is removed by Advertiser after submission deadline, Advertiser will be billed for that month's Ad. For Advertisers receiving multiple frequency discounts, cancelled Ads must be rebooked upon cancellation and run within the 12 month period following the first insertion of Contract. Advertiser will be short-rated if, within the 12 month period from date of first insertion, Advertiser does not use the number of insertions agreed to in Contract. Advertisers will be rebated if, within the 12 month period, additional Ads are contracted to warrant a lower billing rate. All Advertisers will receive a digital copy of Publication for each month contracted.

In consideration of publication of an advertisement, the Advertiser and its agency, jointly and severally, agree to indemnify and hold harmless TML, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

NAME: _____ SIGNATURE: _____

Submit advertising contracts to marketing@tml.org.