

Channel -3 *Educational Access (Lin-Wood Public School)*

72 Linwood Dr; Lincoln, NH 03251

Tel: (603) 745-2214 ext. 252 channel3studio@lin-wood.org

ADVERTISING SALES CONTRACT

Name of Business _____ Date _____

Contact person _____ Phone # _____
(Please print name)

Mailing Address _____
PO Box and Street Town Zip code

CHANNEL 3 AGREEMENT

- Channel 3 agrees to broadcast the client's sponsorship advertisement as specified below.
- Channel 3 agrees to display the client's advertisement as part of a school & community service bulletin board.
- The schools may, upon approval of the Principal, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and noncontroversial and which promote the education or other best interests of the pupils.
- The client assumes responsibility and liability for all materials supplied by the client such as videotapes, scripts, logos, slogans, etc.
- The client assumes liability for any infringement upon copyrights or trademarks of any kind that is submitted to Channel 3 by the client whether expressed or implied that either originates or is owned by the client.
- Any advertisement created, composed, or otherwise designed by Channel 3 is the sole property of Channel 3 or Lin-Wood Video Productions and may not be used by any individual or agency for any reason without expressed written permission of Channel 3.
- Channel 3 does not guarantee any specific time or placement or any advertisement beyond what is specified in this contract. In the event of an error on the part of Channel 3 related to broadcast or technical difficulties, the client will receive replacement advertising as compensation at the discretion of Channel 3. Channel 3 advertising may not display the use or sale of tobacco or alcohol products.
- Channel 3 reserves the right to limit, edit, or refuse any advertisement at anytime. Channel 3 is not obligated to compensate the client when Spectrum/Time Warner Cable interrupts the cable signal due to failure or repair by Spectrum/Time Warner Cable.
- Payment to Channel 3 for advertising is considered a donation to a non-profit public entity. Funds raised are used to purchase equipment and support student scholarships.
- Terms of payment — Entire payment is due prior to date of scheduled placement. Ad changes/ updates should be submitted at least **ONE WEEK** before the desired air date and should be submitted typed and dated for broadcast with the contact person's name & phone number. If the need arises Channel 3 can set up a payment plan or delay payment until a mutually agreed upon date.

DISPLAY AD: SPECIFICATIONS

This display ad shall not exceed 2 *slides*

Duration: 15 seconds (Depending on the number of words)

Contract: September 6, 2012 to school start date 2013

Frequency: minimum 4 displays/hour, 24 hours/day, *whole year of contract*

Monthly updates and/or revision guaranteed

All provisions are subject to FCC and Spectrum/Time Warner Cable guidelines and regulations.

Updates must be in writing by the (Contact Person).

I WISH TO PURCHASE (check one)

_____ a ONE-PAGE AD for one year	Cost \$350.00
_____ a TWO-PAGE AD for one year	Cost \$550.00
_____ a ONE-PAGE AD for 6 months	Cost \$180.00
_____ a TWO-PAGE AD for 6 months	Cost \$280.00
_____ a ONE-PAGE AD for 1 month	Cost \$30.00
_____ a ONE-PAGE AD for 1 week	Cost \$10

Please make check payable to: Channel 3 Lin-Wood Public School

Authorized Contact Signature

Date

Amount Due _____

Payment _____

Balance Due _____

IMPORTANT PLEASE SEND YOUR CHECK ALONG WITH ALL 3 PAGES OF THIS CONTRACT TO:

Channel 3

Lin-Wood Public School

72 Linwood Drive

Lincoln, NH 03251

Office Use

AD began on: _____ **AD end date:** _____

Date _____ Check# _____ Amount _____

Channel 3 Representative

Date Received

WIDE VARIETY OF BACKGROUNDS, FONT SIZES, LETTER COLORS AND STYLES ARE AVAILABLE

Please feel free to design your own ad below. If you need assistance, give us all the information, and we will design your ad for you. We are also able to receive *Powerpoint* ads via USB or email. We will meet with you before your ad goes on the air to ensure the ad is correct and to your liking. **DON'T FORGET:** Business Name, Telephone Number, Brand Names, Company Slogans, and Business Hours. We have found that clients who try to cram too much in their ad tend to make the ad look "CLUTTERED" and it becomes difficult to read.

REMEMBER; KEEP IT SIMPLE

Thank you for choosing Channel 3. If you have any questions feel free to contact the staff at channel3studio@lin-wood.org or call 745-2214.