



# The Daily Tar Heel

DTH MEDIA CORPORATION • SERVING UNC STUDENTS AND THE COMMUNITY SINCE 1893

## Credit Application (complete both sides)

Projected monthly spending \$ \_\_\_\_\_

### Company Information

Company Name \_\_\_\_\_

Billing address \_\_\_\_\_

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

**Required:** Attach completed W-9, IRS Request for Taxpayer Identification Number & Certification.

DTH use only	
Acct Exec	_____
<input type="checkbox"/> Denied	
<input type="checkbox"/> Approved \$	_____

### Authorized Account Contacts

1. First \_\_\_\_\_ Last \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

*Check all that apply:*     Authorized to order/approve ads     Billing contact     Design contact

2. First \_\_\_\_\_ Last \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

*Check all that apply:*     Authorized to order/approve ads     Billing contact     Design contact

To include more than two authorized contacts for your account, attach a separate sheet.

### Local and Media Credit References

1. Company \_\_\_\_\_ Contact name \_\_\_\_\_

Acct# \_\_\_\_\_ Phone \_\_\_\_\_ email \_\_\_\_\_

2. Company \_\_\_\_\_ Contact name \_\_\_\_\_

Acct# \_\_\_\_\_ Phone \_\_\_\_\_ email \_\_\_\_\_

### Certification

I certify the information supplied is true and agree to DTH Media Corporation's Credit and Advertising Terms and Policies (below/reverse page.)

Signature \_\_\_\_\_ Title \_\_\_\_\_

Print name \_\_\_\_\_ Date \_\_\_\_\_

## Credit Terms and Policies

1. All advertising is payable in advance unless the advertiser has first established credit with DTH Media Corp. New accounts desiring credit must submit a credit application and be approved by the General Manager before credit can be extended. Please allow 5-10 business days prior to the ad deadline for processing.
2. Prepayment is required of all political advertisers and for all going-out-of-business ads.
3. Student fee-funded groups must have SAFO sign the insertion order or prepay prior to placing advertisements. All other officially recognized student organizations must follow the conditions in No. 1 above.
4. Advertisers will receive tearsheets and bills monthly for advertising charges during the month immediately preceding the billing date. These bills will be a consolidated invoice/statement whose information generally conforms to the newspaper industry Standard Advertising Invoice. Special billing needs shall be accommodated as is possible if requested in advance by the client and approved by the Business Manager.
5. Terms: Net 10 days unless otherwise approved by the General Manager.
6. Accounts unpaid after 60 days will be refused advertising until past due balance is paid in full.
7. Accounts unpaid after 60 days more than once will have credit approval revoked. A minimum of one semester of prepayment may be required to reinstate a good credit rating.
8. Accounts unpaid after 90 days will be subject to collection action and the advertiser agrees to pay reasonable collection fees of 1/3 the delinquent balance.
9. All advertising orders are subject to the rates, terms and provisions of the current rate card. Orders received not reflecting the current rates and provisions will be adjusted to the rates and provisions of the current rate card only after consultation and approval by the client.
10. All advertising rates, except the national/agency rates, are net (noncommissionable).
11. An agency placing advertisements on behalf of a client is responsible for the charges. DTH Media Corp. will not make payment contingent upon the client paying the agency. The agency is responsible for appropriate credit policies to ensure client payment.

## Advertising Policies

1. DTH Media Corp. and its affiliated print, digital and online publications reserve the right to reject advertising that it considers objectionable. Commercial advertisements that discriminate on the basis of race, creed, color, familial status, national origin, handicap, age or sex will not be accepted. Commercial advertisements containing false or misleading statements will be rejected. Advertisements for products, services or promotions that are illegal in the state of North Carolina will be rejected.
2. The Daily Tar Heel will make every effort to accommodate ad position requests. However, because of press constraints and the fact that late-breaking news affects the design of the newspaper from time to time, the DTH does not guarantee ad position in its print edition. Therefore, advertising orders requiring a certain position may not be honored. The DTH will make every effort to contact clients immediately when such a situation occurs, but the DTH is not responsible for delays in publishing advertising or the consequences of such delays that may arise by orders received that require a certain position.
3. Because of redesign costs after the advertising deadline, retail advertising cancelled after the deadline will be charged at 50 percent of the cost of publishing the ad. In addition, changes to advertisements after the deadline may not be possible.
4. Make goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Daily Tar Heel of significant errors. The Daily Tar Heel will be responsible for first-run errors only. The limit of responsibility will be the total cost of the ad in which the error occurs. Allowances will be made only for errors that materially affect the value of the advertisement.
5. The advertiser and/or advertising agency assume liability for all content of advertisements printed in the paper or online and also assume responsibility for any claims arising therefrom made against DTH Media Corp.
6. All questions relative to charges should be directed to The Daily Tar Heel Advertising Director, Business Manager or General Manager. Only those personnel are authorized to make adjustments to charges for advertisements.
7. Advertisers may be requested to prove FDA approval on certain advertisements for such items as food, services, supplements and diet aids.
8. An advertisement is not considered accepted by The Daily Tar Heel until it is actually published.