

**CLIENT NAME: (PRINT)** \_\_\_\_\_ (“Client”) hereby contracts Ascot Media Group, Inc., for media services and other items as described below upon the terms and conditions set forth in this contract.

|                     |                  |
|---------------------|------------------|
| Contact Person:     | Fax Number:      |
| Address:            | Email Address:   |
| City / State / Zip: | Website Address: |
| Phone:              | Business Hours:  |

**PUBLIC RELATIONS (PR) CAMPAIGN (Only fill out this section if you are purchasing a PR campaign)**

**Check Your Plan(s):**  Select  Select-Advantage  Semi-Traditional  Traditional **Campaign Type:**  USA & Canada  Global  
**Add-On:**  One-City Focus: \_\_\_\_\_  2<sup>nd</sup> One-City Focus: \_\_\_\_\_  Celebrity Campaign  Viral Campaign  
**Note:** If you are paying 3+ months in advance, check box for your free One-City Focus:   
**Promotion of:** (Author’s Name & Book Title) \_\_\_\_\_  
**How many months:** \_\_\_\_ From: \_\_\_\_\_ To: \_\_\_\_\_ Note: \_\_\_\_\_  
**Cost:** Monthly Campaign Cost: \$ \_\_\_\_\_ Total Campaign Cost: \$ \_\_\_\_\_ Paying 3-months in advance?:  Yes  No  
**Public Relations Campaigns:** It is the responsibility of the client to make the necessary travel arrangements to and from interviews, TV shows and live radio show appearances. The client agrees to absorb all travel costs therein. Ascot Media Group will distribute products to the media if a customized plan is purchased and requires this service. Client agrees to reimburse Ascot Media Group expenses for postage and shipping materials. Press releases and marketing materials written and prepared for the client by any agent or representative of Ascot Media Group, Inc., require approval by the client before any distribution is made to the media. Ascot Media Group, Inc. does not guarantee results or sales from any Public Relations or Viral campaigns. Client is fully responsible for all costs relating to any legal action pertaining to any distributed information to the media that is false or found to be discriminating or harmful by other parties.

**ADVERTISING CAMPAIGN (Only fill out this section if you are purchasing an advertising campaign)**

|   |  |   |  |  |
|---|--|---|--|--|
| <input type="checkbox"/> TV Commercial  | <input type="checkbox"/> Movie Theater   | <input type="checkbox"/> Vinyl/Airbrush | <input type="checkbox"/> Cable Airtime     | <input type="checkbox"/> Semi-Annual Agreement |
| <input type="checkbox"/> Training Video | <input type="checkbox"/> Personal Video  | <input type="checkbox"/> Billboard      | <input type="checkbox"/> Broadcast Airtime | <input type="checkbox"/> Annual Agreement      |
| <input type="checkbox"/> Infomercial    | <input type="checkbox"/> Production      | <input type="checkbox"/> Direct Mail    | <input type="checkbox"/> National Airtime  | <input type="checkbox"/> Monthly Invoicing     |
| <input type="checkbox"/> English        | <input type="checkbox"/> Talent Services | <input type="checkbox"/> Magazine       | <input type="checkbox"/> Radio Airtime     | <input type="checkbox"/> Deposit Paid          |
| <input type="checkbox"/> Spanish        | <input type="checkbox"/> Graphic Design  | <input type="checkbox"/> Newspaper      | <input type="checkbox"/> Radio Website     | <input type="checkbox"/> Paid in Full          |

**Description:** \_\_\_\_\_  
**Dates:** From: \_\_\_\_\_ To: \_\_\_\_\_ Monthly Cost: \$ \_\_\_\_\_ Total Campaign Cost: \$ \_\_\_\_\_ Pay By (Type): \_\_\_\_\_

Attached for Signature:  Airtime Schedules  Scripts  Layouts  Proofs  Graphics  Final Ads  Third-Party Agreements

**Advertising Campaigns:** Client accepts liability for any third-party media contracts signed for by Ascot Media Group, Inc., on behalf of the client for media advertising covered in this contract. The client and the person signing on behalf of the client represent and warrant that they are authorized to execute the same on behalf of the client and that client fully approves the same. Ascot Media Group, Inc. does not guarantee results or sales from any Advertising campaign. Client is fully responsible for all costs relating to any legal action pertaining to any distributed information to the media that is false or found to be discriminating or harmful by other parties. **Production and airtime:** TV Commercials include two hours of location video-taping and two hours of studio editing. If the production crew is responsible for mistakes or errors in filming, there will be no charge for the re-shoot. If the client requests a re-shoot because of changes made after initial shooting, the client is fully responsible and will be charged \$500 per hour. Upon completion of commercial, you will receive a copy of the commercial via email and will have fifteen (15) business days to request and complete any changes. If you do not respond with changes within this time frame, your commercial will automatically be considered ‘approved as is’ and at which time editing of the commercial ceases, and the commercial will be placed and ready to air. There will be additional charges for any editing thereafter. Client(s) own the Rights to their commercial(s) once payment has been made in full. **Production of Infomercials:** Infomercials include 3 x 8 hour days of studio editing and are to be paid in advance. **Commercial and Airtime Rates:** Commercial and Airtime rates listed in this agreement will be honored for three months from the date of this agreement. Industry price fluctuation may occur thereafter. Unless otherwise noted, balances must be paid within three months of the contract period. Reasonable Collection/Legal fees will be charged if balances due are not received within this time. All airtime spots are subject to availability and occasionally the media can bump prepaid spots. The media will do everything possible to place any bumped spot(s) back in to the same or similar program, same day part and time. Air checks specifying scheduled timing are available upon request; these times may also fluctuate. **Free Public Relations Campaigns** are included in all advertising campaigns with media buys of \$300,000 or more. PR campaigns run the same length of the advertising campaign contract.

**BILLING AND INVOICING FOR ALL CAMPAIGNS:** Payments are to be made in advance and are non-refundable. This signed agreement is non-cancelable. All rates are computed on the basis of thirty (30) days in a month. Default shall be deemed to occur whenever any monthly bill shall be unpaid for thirty (30) days. Payments are subject to late payment charges of one and one-half percent (1.5%) per month (18% per annum), or such amounts permitted by law. Such charge shall be added after thirty (30) days. This contract is subject to the terms contained on this page. Facsimile/email signatures shall have the same force and effect as original signatures.

**CLIENT PRINTED NAME:** \_\_\_\_\_ **CLIENT SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_