

Applicant Profile

10 Check one: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Other _____		
11 Date started in business	12 Nature or type of business	13 Number of Employees
14 Name and address of previous business (operated by principals)		

15 A. Name of officer or principal	Title
	Residential address
	Social Security No.
	Home telephone
B. Name of officer or principal	Title
	Residential address
	Social Security No.
	Home telephone
C. Name of officer or principal	Title
	Residential address
	Social Security No.
	Home telephone
D. Name of officer or principal	Title
	Residential address
	Social Security No.
	Home telephone

16 If applicant is incorporated, name of state where corporation is registered and date of filing
17 If you have advertised with us before, what name did you use

18 Credit References: Media and Trade		
A. Name	Telephone	Account No.
Mailing address		ZIP
B. Name	Telephone	Account No.
Mailing address		ZIP
C. Name	Telephone	Account No.
Mailing address		ZIP

19 Bank References: C-checking S-Savings M-Mortgage/Loan			
A. Name	Telephone	Account No.	Type
Mailing address		ZIP	
B. Name	Telephone	Account No.	Type
Mailing address		ZIP	
C. Name	Telephone	Account No.	Type
Mailing address		ZIP	

20
<p>Check here if you are requesting special status as an agency or a representative and enclose (1.) a copy of your insertion order and (2.) a list of clients you will be scheduling for our publications.</p> <p> <input type="checkbox"/> advertising agency <input type="checkbox"/> national advertising representative </p>

Your Additional Comments

You may include additional documents that may be helpful in evaluating this application.

21 Affirmation, Authorization and Agreement

Collegian appreciates the opportunity to serve you. We hope you understand that credit information must be obtained for all accounts, and that all advertising is payable in advance until credit has been approved. Businesses must be in operation for six months before credit is extended.

I affirm that I am authorized to sign on behalf of the credit applicant, and that all information on this credit application is correct.

Applicant authorizes Collegian Inc. to investigate the applicant's creditworthiness, credit history and financial responsibility, including contact with past and present creditors.

Applicant also authorizes banks and other financial institutions to provide information to Collegian Inc. about the credit applicant's bank accounts and loans as listed on this application.

If credit is extended as a result of this application, the applicant agrees to make payments promptly in accord with Collegian's terms and policies stated below or in accord with a written agreement signed by the applicant and an authorized representative of Collegian management.

Additional terms -- covering such questions as advertising acceptance and acceptability, errors and adjustments, and cancellations -- are stated in the Collegian Inc. Rate Book in effect at the time advertising is published.

Signature of Officer or Principal

Title

Date

Printed name

Terms and Conditions

Complete terms and conditions are stated in the Collegian Inc. Rate Book in effect at the time the advertising is published.

Credit and Billing

All advertisers are required to pay in advance, unless a credit application is properly completed by the advertiser and approved by Collegian Inc.

Advertising statements are normally mailed monthly reflecting all advertising placed during a calendar month.

To qualify for credit, a business must have been actively operating for a minimum of six months. Collegian Inc. reserves the right to establish a credit ceiling. All credit accounts are evaluated quarterly.

The credit application must be based on the person or organization that will ultimately be responsible for timely payment. For example, a credit application cannot be based on a parent company or an affiliated company unless the parent or affiliate accepts full responsibility in writing for paying the bill.

Once credit is approved, payment in full is due on or before the final day of the month following insertion. In the event that payment is not made within 30 days after the statement date, a late-payment charge of 1 1/2 percent monthly will be imposed.

Any advertiser appearing on the Collegian "Past Due List" will be prohibited from advertising until the past due balance of the account is paid in full.

Collegian Inc. reserves the right to withdraw or restrict credit privileges for any reason, including a poor payment history.

If Collegian takes any legal action to collect a past-due advertising account, that advertiser will lose credit privileges with Collegian.

Payment

Payment may be made at the Collegian business counter during normal business hours. Normal business hours are 8:30 a.m. to 5 p.m. weekdays while classes at the University are in session.

Any checks returned to Collegian for any reason are subject to a \$20 processing fee.

Collegian Inc. reserves the right to require pre-payment for any advertising relating to a "going-out-of-business" or a "quitting business" promotion or sale.

Collegian Inc. reserves the right to require pre-payment for any advertising, even if a credit account has already been established. Payments on account may be mailed to:

Collegian Inc.
Department A
James Building
123 S. Burrowes St.
University Park, Pa. 16801-3882

Errors and Adjustments

Collegian Inc. shall not be responsible for errors which do not materially decrease the value of the advertisement.

Collegian Inc. shall not be responsible for any errors when copy, illustration or any required materials are submitted after the closing times listed in the current Rate Book.

Collegian Inc. shall not be responsible for any errors or omissions arising from copy, illustrations, or any other materials submitted by the advertiser or, if applicable, the advertising agency.

Liability for any error is limited to the cost of the space occupied by the erroneous advertisement.

Liability for any error is limited to the first insertion of the erroneous advertisement.

Unless the business manager is notified within FIVE BUSINESS DAYS after an erroneous ad has been published, adjustment for the error will be refused.

Adjustments due to errors on the part of Collegian Inc. will be made on a percentage basis by calculating the percentage the error detracts from the effectiveness of the total advertising message. The business manager will be the final judge in such cases.

In lieu of an adjustment, Collegian Inc. may elect to publish a corrected advertisement in the next available issue at no additional charge to the advertiser.

Claims for adjustments due to billing errors must be made within FIVE BUSINESS DAYS after receiving the bill.

Authorized refunds will be issued by Collegian Inc. in the form of a credit memo or a payment at the customer's option. If the customer elects payment, a check must be issued when the amount of the refund exceeds \$10.

22 For Office Use Only

Date application received _____

Date of credit action _____

Credit Committee or
General Services review _____

Signed _____
Business Manager

General manager review required for agencies, approval required for national representatives