

**CONFIDENTIAL CREDIT APPLICATION**

Account Exec: \_\_\_\_\_

Requested Credit Limit \$ \_\_\_\_\_

Date of Initial Schedule \_\_\_\_\_

TO PROCESS YOUR REQUEST FOR CREDIT ACCOMMODATION, BOTH SIDES OF THIS APPLICATION MUST BE COMPLETELY FILLED OUT AND SIGNED BY AN OFFICER OF YOUR COMPANY.

**GENERAL INFORMATION**

AGENCY NAME (see "CLIENT" also)		Telephone Number
Business Address (Street, City, State, Zip Code)		
Mailing Address (if different than Business Address)	FAX Number	Contact Person
Type of Business Entity <input type="checkbox"/> Individual <input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation in the State of		
Name and Address of Parent, if Subsidiary		
Nature of Business	Date Established	Date Incorporated
Own or Lease Property	Name of Landlord	
CLIENT NAME, ADDRESS & CONTACT (if single advertiser buy)		

**PRINCIPAL OWNERS AND/OR OFFICERS OF THE COMPANY**

Name/Title	Address/Phone Number	Social Security Number
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

**AUTHORIZATION FOR BANK AND OTHER CREDIT REFERENCE CHECKS**

To induce (station) to extend a line of credit for advertising under credit sale terms as stated on invoices, we authorize (station) to contact the references and banks listed below. We also understand that this information will be held in strict confidence and be used solely for the consideration of extension of credit to us.

Signed	Title
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**BANK REFERENCES**

Name	Branch	Address	Account Number	Type of Account	Principal Contact	Phone Number
1. _____	_____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____	_____

**MEDIA/TRADE CREDIT REFERENCES**

Name	Highest Credit Amount		Name	Highest Credit Amount	
Address			Address		
City	State	Zip	City	State	Zip
Telephone	Account #		Telephone	Account #	
Contact Name	Date Last Billed/Advertised		Contact Name	Date Last Billed/Advertised	
Name	Highest Credit Amount		Name	Highest Credit Amount	
Address			Address		
City	State	Zip	City	State	Zip
Telephone	Account #		Telephone	Account #	
Contact Name	Date Last Billed/Advertised		Contact Name	Date Last Billed	

**CREDIT INFORMATION**

Federal Tax Identification No.	Dun & Bradstreet No.
Person Authorized to Make Purchases	Special Purchase Instructions
Have you ever filed Bankruptcy? If so, Please give date and description of proceedings. Date _____ Description _____	Have you ever had liens or legal judgments against you due to credit problems? If so, please give date and description of proceedings. Date _____ Description _____
Financial Statement Attached <input type="checkbox"/> Not Available <input type="checkbox"/> Will Provide Date: _____ Audited Statement <input type="checkbox"/> Non-Audited <input type="checkbox"/>	External Accounting Firm _____ Telephone _____
Person Responsible for Payment: Payment Responsibility: <input type="checkbox"/> Agency/Advertiser (joint & severally liable) <input type="checkbox"/> Advertiser (direct billing & liability) See Terms & Conditions related to liability.	Phone #: _____

**TERMS AND CONDITIONS OF CREDIT**

1. Payments are due **thirty(30)** days after invoice date.
2. Notwithstanding any other provisions of the contract, the agency and/or the advertiser are jointly and severally liable to the station for payments due hereunder, and the station may hold either liable therefor.
3. In the event that any portion of an invoice is disputed, (Station Name) must be notified within fifteen (15) days of the statement date. Applicant agrees that the undisputed portion of the invoice will be paid on time. A mutually agreeable settlement will be negotiated promptly on the portion in question.
4. If payment is not made within a reasonable period, Applicant agrees to pay collection costs and legal fees as incurred by (Station Name)

I HEREBY CERTIFY THAT THE ABOVE INFORMATION IS COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. I HEREBY AGREE TO THE TERMS AND CONDITIONS OF CREDIT CONTAINED HEREIN.

NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_  
 (Please Print)

TITLE \_\_\_\_\_ DATE \_\_\_\_\_

**GUARANTY**

Each of us severally requests you to extend credit to or otherwise to do business with \_\_\_\_\_, located at \_\_\_\_\_ hereinafter called the "Company" and to induce you to do so and in consideration of benefits to accrue to each of us therefrom, each of us jointly and severally and unconditionally guarantees to you that the Company will fully and promptly and faithfully perform, pay, and discharge all its present and future obligations to you, whether direct or indirect, joint or several, absolute or contingent, matured or unmatured; and agrees, without your first having to proceed against the Company, to pay on demand all sums due and to become due to you from the Company for all losses, costs, attorney's fees or expenses which may be suffered by you by reason of the Company's default or default of any of the undersigned hereunder. This guaranty is an unconditional guaranty of payment.

**NOTARY**

WITNESS, our hands and seals this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_ at \_\_\_\_\_  
 \_\_\_\_\_  
 (City)

\_\_\_\_\_  
 (State)

For Individual Guarantors:

\_\_\_\_\_ Address \_\_\_\_\_  
 \_\_\_\_\_ Address \_\_\_\_\_

Witness:

\_\_\_\_\_ Address \_\_\_\_\_

For Corporate Guarantors:

\_\_\_\_\_ By \_\_\_\_\_ Attest \_\_\_\_\_  
 Company Name President Secretary

**CREDIT POLICY STATEMENT**

Any order (airtime or production) placed with Station(s) is subject to prior credit approval. All new accounts are required to submit a complete credit application. If not received by the Business Office ten days prior to start of schedule, cash in advance may be required for first order until credit can be established.

The station(s) reserves the right to require cash in advance for the following:

- ! Full Service Agency - Credit will be considered based on the agency's credit worthiness and payment is expected in terms regardless of client payment. Agency paperwork or signed contract is required.
- ! Buying Services or Agent - Credit will be considered based on the client's credit status and payment is expected in terms. Station has the right to collect directly from the client. Both the buying service/agent and the client will be required to sign the contract.
- ! Direct Account - Credit will be considered based on the client's credit status and payment is expected in terms. The client must sign the contract.

All station(s) contracts and amendments are reviewed for accuracy prior to mailing. It is the agency's or advertiser's responsibility to notify the station of any discrepancy within one week of contract or amendment mail date. If notice is not received in terms, the contract or amendment is binding and the client or agency will be held responsible for payment. Station(s) requires a minimum of two weeks written notice of cancellation on any commercial air time contract or amendments.

Station(s) will allow a 15% commission on air time billing to all recognized agencies. The station(s) reserves the right to require proof of agency status on any account requesting agency commission. Normal requirements for agency recognition are a business license, three active clients and performance of all standard, full-service agency functions, including the delivery of all commercial material to the station.

Station(s) billing is generated based on the Standard Broadcast Month (SBM) and is mailed within three (3) days of the final Sunday billing. Calendar or special request billing will only be handled on a memo bill format with actual SBM billing to follow. Special requests must be in writing to the account executive.

Station(s) terms are net due in **thirty days(30)**. Any account outstanding after that period is considered past due. If an agency's account is still open at 45 days, the station(s) has the right to go directly to the client for payment. Any account past due at 60 days will not be allowed to run additional business until the account is brought current. If the account is repetitively past due, it can revert to a cash in advance status.

Station(s) reserves the right to reevaluate the agency's or advertiser's credit at any time, should it become necessary. Any account which has been inactive for twelve months will require a new credit application prior to placement of a new schedule.

Term and conditions of the station(s)' credit application and contract are also applicable.

If the credit application and/or reference do not meet the criteria established by the station(s) in the extending of credit privileges, the station(s) has the right to refuse credit. If your application for business credit is denied, you have the right to a written statement of the specific reasons for the denial. To obtain the statement, please contact (station(s) name and address) within 60 days from the date you are notified of our decision. We will send you a written statement of reasons for the denial within 30 days of receiving your request for the statement.

**NOTICE:** The federal Equal Credit Opportunity Act prohibits creditors from discriminating against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided the applicant has the capacity to enter into a binding contract); because all or part of the applicant's income derives from any public assistance program; or because the applicant has in good faith exercised any right under the Consumer Credit Protection Act. The federal agency that administers compliance with this law concerning this creditor is Federal Trade Commission, Equal Credit Opportunity, Washington, DC 20580.

Station(s) reserves the right, without notification to the firm or its principles, to discontinue credit and advertising for this account in the event the credit information provided proves false, or the account becomes delinquent or credit is adversely affected for any other reason.

Any extension or other arrangement made with respect to this account shall not relieve the undersigned of any obligations hereunder. The guarantor acknowledges that station(s) relies on this personal guarantor in any extension of credit it may make to the advertiser, or agency or buying service.