



**Wawatay
Communications Society**
P.O. Box 1180
Sioux Lookout, ON P8T 1B7
T. Scura Ad Sales Agent
(807) 622-6000
FAX (807) 622-6010

Insertion Agreement

Client Information

Advertiser: Nishnawbe Aski Legal Services
Contact: Liberty Gorman
Address: 138 B Mission Road, Fort William First Nation, ON, P7J 1K7
Phone: 807-622-1413
Fax/Email: accountspayable@nanlegal.on.ca

Booking Information

File ID: WEB 20240510 NAN Legal CRRW Job	\$115.00	
Online job ad		
Notes: Also running radio ad.		
Customer Reference (IO/PO): WNCS Sales Representative: Tom Scura	SUBTOTAL	\$115.00
	H.S.T	\$14.95
	TOTAL	\$129.95
Starting: May 10, 2024	Ending: May 20, 2024	

Payment Information

<input type="checkbox"/> Each Issue	<input type="checkbox"/> Invoice Customer*	Account #:	Purchase Order #:
<input type="checkbox"/> All at Once	<input type="checkbox"/> Credit Card	Card #/Expiry Date:	
<input type="checkbox"/> Other <small>(see notes)</small>	<input type="checkbox"/> Cash/Cheque/Debit	Transaction Date: mm/dd/yy	Receipt #:

Full payment is due 30 days after publication. 5% penalty after 30 days, 10% after 60 days, 15% after 90 days. Collections after 100 days.

Wawatay News Advertising Policies

Liability for Error Wawatay Communications Society (WCS) shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. WCS' liability for other errors or omissions in connection with an advertisement is limited to publication of a corrected advertisement in a subsequent issue or a credit for the value of the advertisement. WCS will be responsible for first-run errors only. There shall be no liability for non-insertion of any advertisement beyond the amount paid for the advertisement.

Indemnification The advertiser and/or the advertising agency agrees to defend and indemnify WCS against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of an advertiser's advertisement.

Copyrighted Material The advertiser assumes all liability for all content (including text, representations, illustrations, or of any sketch, map, label, trademark or other copyrighted material) of the advertisement. The responsibility for obtaining permission to use copyrighted material in the advertisement rests solely with the advertiser. WCS will only use material that is known to be free of copyright on behalf of the advertiser. Ownership of Advertisements WCS retains ownership of the copyright for any advertisements created by WCS. The advertisement may not be reproduced, distributed, displayed or transmitted without prior written consent from WCS. The advertiser may purchase the copyright from WCS.

Approval of Advertising All advertisements are subject to the publisher's approval. WCS will not publish advertisements that are offensive or objectionable in the opinion of the publisher. Advertisements containing false or misleading statements will not be published. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and WNCS may, in its discretion, so label such copy.

Advertisement Sizes Advertising must conform to the sizes required by WCS for purposes of layout and consistency. Ads will be proportionally resized to the nearest column width. Non-conforming advertisements may be "floated" but the advertiser will be charged for the space of the next largest column width.

Bal. es Advertisements will be priced in accordance with the rates as outlined on the most current rate card at the time of publication. Rates are subject to change without notice. Advertising rates are not contingent on Wawatay News reaching any circulation or readership level that may be represented in WCS' marketing materials.

Position Guarantee The advertiser may request that the advertisement be placed on a specific page or in a specific section within the paper. A surcharge of 10% of the regular cost of the ad space will be added for guaranteed placement. Guaranteed placement ensures that the advertisement will appear on a specific page but does not guarantee where the advertisement will be placed on that page. Guaranteed placement is subject to availability and consistency with WCS' design standards.

Deadlines The deadlines listed below are based on regular publication dates. In the event of a holiday that interferes with the production schedule, these deadlines may be changed to allow enough time to produce all advertisements and editorial content. Please refer to the current Production Schedule for more details.

Booking Deadline The deadline to book advertising space and submit ad copy is marked on the current year's rate card. WCS may be able to accept late ad bookings at the discretion of the Manager.

Changes and Corrections Deadline Although we will strive to meet our clients' needs, minor revisions to ad copy (no additions or deletions) will not be guaranteed if received after the deadline.

Cancellation Deadline Cancellation of ads must be submitted in writing, email or fax to the Sales Rep by 4:00 p.m. EST on the scheduled booking deadline otherwise the ad will run as is and the advertiser shall be liable for the cost of the ad. No major revisions (size, layout) to ads will be accepted after this time.

Flyer Delivery Deadline Flyers must be delivered to the printers no later than 24 hours prior to publication. Refer to the Flyer Distribution information sheet for delivery address and specifications.

Insertion Agreements WCS will produce an insertion agreement for each ad placed. The advertiser is responsible to ensure that all the information on the insertion agreement is correct and complete. Ads will not run unless the insertion agreement and ad proof are approved by the advertiser prior to the cancellation deadline.

Payment Full payment is due 30 days after publication of the ad. A 5% late fee will be added after 30 days. A 10% late fee will be added after 60 days. A 15% late fee will be added after 90 days. After 100 days of late payment, the client's invoice will be sent to collections.

By signing below, I acknowledge that I have read, understand and agree to the policies above. I have verified that the information contained in this agreement is correct to the best of my knowledge. I have the authority to enter into this agreement on behalf of the Advertiser.

Signature:	Date:
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