



**Wawatay Native  
Communications Society**  
P.O. Box 1180  
Sioux Lookout, ON P8T 1B7  
Phone: (807) 737-2951  
Fax: (807) 737-3224  
T. Scura Ad Sales Agent  
(807) 622-6000

## Insertion Agreement

### Client Information

Advertiser: NAN Legal
Contact: Cheryl Suggashie
Address: 1805 Arthur St. East, Unit 100, Thunder Bay, ON, P7E 2R6
Phone: 807 355-0341
Fax/Email: accountspayable@nanlegal.on.ca

### Booking Information

File ID: <b>20231222 NAN Legal Christmas</b>	\$276.36	
3 COLUMN(S) x 98 AGATE LINES @ .94		
Notes: Add Colour	\$149.00	
Invoice client		
Customer Reference (IO/PO): WNCS Sales Representative: Tom Scura	SUBTOTAL	\$425.36
	H.S.T	\$55.30
	<b>TOTAL</b>	<b>\$480.66</b>
Start Issue: <b>December 22, 2023</b>	End Issue: <b>December 22, 2023</b>	

### Payment Information

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

\* Full payment is due 30 days after insertion, 2% interest per month will be applied to any outstanding balance

### Wawatay News Advertising Policies

**Liability for Error** Wawatay Native Communications Society (WNCS) shall not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. WNCS' 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. WNCS 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 WNCS 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. WNCS will only use material that is known to be free of copyright on behalf of the advertiser.

**Ownership of Advertisements** WNCS retains ownership of the copyright for any advertisements created by WNCS. The advertisement may not be reproduced, distributed, displayed or transmitted without prior written consent from WNCS. The advertiser may purchase the copyright from WNCS.

**Approval of Advertising** All advertisements are subject to the

publisher's approval. WNCS 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 WNCS 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.

**Rates** 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 WNCS' 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 WNCS' 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 4:00pm CST on the Wednesday of the week before publication. WNCS may be able to accept late ad bookings at the discretion of the Sales Administrator or designate.

**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 12 Noon CST on the Monday prior to publication.

**Cancellation Deadline** Cancellation of ads must be submitted in writing, email or fax to the Sales Administrator by 12:00 Noon CST on the Friday following 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 Monday prior to publication. Refer to the Flyer Distribution information sheet for delivery address and specifications.

**Insertion Agreements** WNCS 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.

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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