

# Current Light Flashes (CLF) Advertising Contract

West Florida Electric

A Touchstone Energy® Cooperative   
The power of human connections

Company Name: \_\_\_\_\_ Adv. Name: \_\_\_\_\_

Adv. Social Security #: \_\_\_\_\_ Adv. Driver's Lic. #: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Billing Address: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

WFEC Account #: \_\_\_\_\_ City/State: \_\_\_\_\_ ZIP: \_\_\_\_\_

## Current Light Flashes (CLF) Advertising Policies & Procedures

### Rates & Circulation

*Current Light Flashes (CLF)* is West Florida Electric Cooperative's (WFEC) residential consumer newsletter, distributed monthly to over 21,000 WFEC customers and paid subscribers in Calhoun, Holmes, Jackson, and Washington Counties. Statement of Publication is available upon request. Distribution is by Second Class mail and on-site at WFEC's district offices. **Rate:** The display advertising rate for *CLF*, based on a three-column page format with 30 column inches, is **\$23 per column inch**. (One column is 2 3/8" wide).

**Position of ads:** All display advertisements are accepted for run of publication only. However, every effort will be made to comply with the advertiser's request. **Advertising acceptance:** All advertising content is subject to approval of the publisher. WFEC reserves the right to insert "Advertisement" above an ad. WFEC reserves the right to refuse to publish content deemed inappropriate or incompatible with the nature of the Cooperative's newsletter. **Political Advertisements:** Are accepted at the regular display rate. All political advertisements must be paid for in advance. WFEC reserves the right to designate as a "Political Advertisement" any advertisement deemed to be of political nature and to accept or reject any type of political ad. **The closing date for advertisements is the 5th of the month prior to publication.** To maintain a timely schedule of publication, cancellations and modifications of advertisements cannot be accommodated after the 12th of the month prior to publication. There is no additional charge for advertising layout services or for advertisements featuring photographs or graphics. Customer-furnished artwork should be in a form suitable for reproduction.

**"All advertisers must provide WFEC with any ad information required to be published by Federal law or state statute. WFEC will not be responsible for any omission by advertisers."**

### Billing & Collection Procedures

- **First-time advertisers** are required to prepay the entire amount after the initial layout is completed, otherwise the ad will not be run. **(No exceptions)**
- All other advertisers will be billed the entire amount, by mail, via printed invoice within four weeks of the ad's issuance.
- Continuous advertisers, when paying, must provide a copy of the invoice along with their payment to ensure proper posting of funds.
- The entire billed payment amount must be received within **30** days of the date of the invoice received or the bill will be considered past due.
- **Accounts with balances more than 30 days old are past due and will be assessed a finance charge of 1 1/2% of the entire amount past due. If the past due amount is not paid after 60 days, the ad will be pulled from the CLF newsletter and the in-house collection process will begin.**
- **Accounts with balances that are 90 days or more past due will be turned over to a collection agency.**
- At the discretion of the cooperative, past due account customers who have paid in full, will or will not be allowed to re-advertise in the *CLF*. First-time or existing advertisers can prepay for a full year's worth of ads and receive an additional month's advertising at no charge. Upon request, tear sheets will be mailed with the advertiser's bill statements.

I understand the terms and policies set forth in this document and agree to adhere to all requirements of it in regards to advertising in the *Current Light Flashes* publication (CLF) which is produced monthly by West Florida Electric Cooperative (WFEC).

\_\_\_\_\_  
Advertiser Name (please print)

\_\_\_\_\_  
Advertiser Signature

\_\_\_\_\_  
Date