

APPLICATION FOR ADVERTISING CREDIT

Process

- Complete the required items and signature sections
- Email address
- Phone number
- EIN or SSN
- Credit Limit requested
- BU Name is "The Bellingham Herald"
- Submit Completed Form to email SSCCreditApp@McClatchy.com or fax 305-740-8468

Our centralized McClatchy credit team may contact you if credit application is missing information your Media Consultant cannot provide

Payment Terms

Prepayment is required unless credit is established beforehand by having completed and signed credit application approved and on file in our centralized credit office. Allow at least 5 days for credit approval. Ads can be run prior to credit approval with prepayment. Political advertising must be prepaid in all cases. Charged advertising is billed monthly for all space used during the preceding billing period. Payment in full is due upon receipt of advertising invoice/statement. Balances unpaid at the end of each billing period are subject to a late charge in the amount of 1½%. Accounts with a 60 day unpaid balances are subject to credit discontinuance without notice. Returned checks are subject to a Returned Check charge. In the event it becomes necessary to assign for collection any amounts unpaid under the terms of this agreement, the Advertiser agrees to pay necessary attorney fees and collection costs.

Advertising Account Contact

Your Media Consultant handles questions on your Advertising account

The Bellingham Herald Finance Billing Account Contact

To make a Check by Phone or Credit Card payment on your billing account call 360-756-2865
To contact The Bellingham Herald Credit Manager call 360-715-2226 or credit@bellinghamherald.com

The Bellingham Herald bills in 12 periods roughly equivalent to calendar months.

Payment Address

The Bellingham Herald
PO Box 12125
Fresno CA 98378

Requesting W9

Your Media Consultant can provide our W9

Billing Account with Credit Accepted

Send statement stub and payment by Check to the address as listed on the statement.
Credit Card or Check By Phone payments phone 360-756-2865 with your billing account #

Credit Denied Prepayment by Cash, Check, Check by Phone, or Credit Card to your Media Consultant

Collection Account The McClatchy Company collector will instruct you on the collection process



McClatchy Newspapers

Credit Application

SSCCreditApp@McClatchy.com - Fax: 305-740-8468

Account #:

BU name: BU number: Credit Limit Requested:
 Sales rep: Email Phone

Advertising space purchased without an established credit account is payable at the time of purchase. A credit account requires 5 working days for processing. Payment in advance is required until credit is arranged. All ads placed before the credit application is approved require pre payment, no exception.

Personal Information *Required field

*Last Name *First Name
 *Company Name
 *Client name (if above is an agency)
 *Organization Type
 *EIN / SSN
 *Phone
 Alternate Phone
 *Email
 Website
 Fax
 Has present firm ever done business under another name? No Yes
 If Yes, what were the names?
 Does company/Client have a current/previous account with a McClatchy paper? If yes, account #

Applicant Address

*Street 1
 Street 2
 *City, State, Zip
 *Country

We, the undersigned, authorize McClatchy Newspapers to obtain any information required concerning the statement and application hereon and affirm that the information is true and correct. We, the undersigned advertisers and guarantors, each individually promise that we shall pay for all advertising previously provided and yet unpaid and hereafter to be provided by McClatchy Newspapers upon receipt of bill. If any payment is not made when due, advertisers and grantors shall pay, in addition, all costs of collection including, but not limited to, collection agency fees, a reasonable attorney fee and Court costs. Accounts with a balance past due 61 or more days are subject to credit discontinuance without notice. Interest at the rate of 1 1/2 % per month on balances 28 days or older could be charged.

Print name _____ Title _____

Signature _____ Date _____

McClatchy Newspaper operations include 29 daily newspapers, community newspapers, leading local websites, mobile news and advertising, niche publications, direct marketing and direct mail services.

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|--------------------|-----------------|--------------------------|----------------------|-----------------------|
| The Fresno Bee | Miami Herald | Belleville News-Democrat | The News & Observer | The Sun News |
| Merced Sun-Star | El Nuevo Herald | The Wichita Eagle | Centre Daily Times | Star-Telegram |
| The Modesto Bee | Ledger-Enquirer | Lexington Herald-Leader | The Beaufort Gazette | The Bellingham Herald |
| The Sacramento Bee | The Telegraph | Sun Herald | The Herald | The Olympian |
| The Tribune | Idaho Statesman | The Kansas City Star | The Island Packet | The News Tribune |
| Bradenton Herald | | The Charlotte Observer | The State | Tri-City Herald |

GUARANTY AGREEMENT (if Agency/Client Relationship)

You have entered into an agreement with _____ ('Advertiser') to govern the placing of advertising in your newspaper. In consideration of your willingness to enter into such a relationship, and in further consideration of your willingness to extend credit to Advertiser, I hereby guarantee to you, your successors and assignees, the payment when due by acceleration or otherwise of all debts, liabilities and obligations to you of every nature, whether absolute or contingent, secured or unsecured, now existing or hereafter contracted or incurred at any time or times, by Advertiser with respect to advertising run, together with any applicable interest thereon and all expenses of collection, including reasonable attorney's fees. You may amend the terms of the agreement with, grant any extension of time to, or make any compromise with or release and discharge Advertiser or me or any other party liable upon any instrument, indebtedness, or obligation with Advertiser. You may release or omit to collect or enforce or make compromise any collateral security or guaranty held by you, without regard to any demands or requests by me, without thereby incurring any liability to me or releasing me, unless expressly released by you.

I expressly waive any rights to notice of acceptance from you or to any other notice or demand upon me or to any other actions or conditions prior to your reliance upon or enforcement of this guaranty. You may take or refrain from taking any of the actions authorized under this guaranty without notice of any kind to me. This guaranty shall be enforceable as to all of Advertiser's debts, liabilities and obligations incurred, despite Advertiser's bankruptcy and discharge or despite adjustment of such debts, liabilities and obligations and solvency proceedings or pursuant to some other compromise with creditors. This instrument shall be a continuing guaranty and shall remain in full force and effect until written notice is received by you from me that I desire to be released from further or future liability hereunder.

Signature _____ Date _____
GUARANTOR

Print Name _____ Social Security No. _____

Agency/Client Agreement

To Be Completed When Advertiser Utilizes an Agency

We, the undersigned advertisers, agents and guarantors, each individually and jointly and severally, promise that we shall pay for all advertising previously provided and yet unpaid and hereafter to be provided by McClatchy Newspapers upon receipt of bill. If customer utilizes an agency, the customer and the agency shall be jointly and severally liable for payment for all advertising previously provided and hereafter to be provided by McClatchy Newspapers upon receipt of bill. Customer and agent further agree that if any payment is not made when due, customers and agents shall pay, in addition, all costs of collection, including but not limited to, collection agency fees, a reasonable attorney fee and court costs.

Agency signature _____ Client signature _____

Print name _____ Print name _____

Billing Information Same as contact address

*Billing Name	_____		
*Billing Address 1	_____		
*City, State, Zip	_____	_____	_____
*Phone	_____		
*Email	_____		

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