

**RECOMMENDED CONFIDENTIAL
CREDIT APPLICATION**

1. Customer Information:

Complete Firm Name (Include Any d/b/a): _____

Mailing Address: _____ Telephone #: _____

Street Address: _____ Fax #: _____
Payment

Email Address: _____

Website Address: _____

City/State/Zip: _____ Contact/Title: _____

Type of Account:

Advertising Agency _____ Media Buying Service _____ Direct Advertiser _____

2. Description of Business:

Type of Business: _____

Full Legal Name: _____ Years In Business: _____

Corporation _____ Partnership _____ Proprietorship _____
Month/Year
Of Incorporation: _____

Description of Business: _____

3. Principal Owners, Partners, Officers:

Name:	1.	2.	3.
Title:	1.	2.	3.
Address:	1.	2.	3.
Email Address:	1.	2.	3.
City/State/Zip:	1.	2.	3.
Telephone #:	1.	2.	3.
Soc. Sec. #:	1.	2.	3.

4. Banking Information:

Name: _____ Telephone #: _____

Address: _____ City/State/Zip: _____

Name of Bank Officer: _____ Customer Since: _____

Account #'s: _____

Checking _____ Savings _____ Non-Borrowing: _____
Borrowing _____ Secured -- List Collateral: _____
Unsecured

Loan Balance: _____

Monthly Payment: _____ Guaranteed - By Whom: _____

Term: _____

Other Branch Locations: 1. _____
2. _____
_____ Rent _____ Own (at Primary Location)

Number of Employees (If more than one location, specify for each): _____
Total Annual Sales/Billing: \$ _____

5. Credit References:

List Two Media Credit References

Name: _____
Address: _____
City/State/Zip: _____
Contact Name: _____
Avg. No. Charges: _____
Current Balance: _____

List Two Non-Media Credit References

Name: _____
Address: _____
City/State/Zip: _____
Contact Name: _____
Avg. No. Charges: _____
Current Balance: _____

6. The undersigned understands that (creditor) will rely on the forgoing for purposes of providing services on credit and hereby certifies that all statements and information herein are true and complete, and authorizes (creditor) to make inquiries and obtain information necessary and reasonable concerning any statements or requests made, and further authorizes the release of information by any party contacted in relation to such request.

In consideration of your extension of credit to us, we further agree that:

1. Payment will be made in accordance with your standard terms as follows: _____.
2. In the event of any discrepancies in authorized advertising schedules run on our behalf, we agree to notify you immediately so that the discrepancy may be rectified in a timely manner.
3. In the event of non-payment, we will pay a collection charge of twenty-five percent (25%) if a collection agency or attorney must be employed by you to effect collection.

Dated: _____

Company: _____
Signature: _____
Print Name: _____
Title: _____

ADDENDUM TO CREDIT APPLICATION

ACKNOWLEDGEMENT OF JOINT AND SEVERAL LIABILITY

Agency is acting herein as agent for advertiser. Buying service is acting herein as agent for agency and advertiser. Notwithstanding any other provision of the contract, the advertiser, agency and buying service agree that they are jointly and severally liable to the credit grantor for payments due hereunder, and may all be held liable by the credit grantor. Payment to agency or buying service does not constitute payment to the credit grantor. In the event of default hereunder, advertiser, agency and/or buying service agree to pay credit grantor's collection costs/attorney fees incurred.

For Buying Service:

Company: _____

Signature: _____

Position: _____

Date: _____

For Agency:

Company: _____

Signature: _____

Position: _____

Date: _____

For Advertiser:

Company: _____

Signature: _____

Position: _____

Date: _____