

COMMUNICATIONS CREDIT & RECOVERY CORPORATION

Please find our recommended credit application, along with the following comments:

1. Customer Information
 - A. Obtain all addresses – mailing and street location
 - B. Obtain fax numbers
 - C. Obtain name and title of person responsible for handling payables.
2. Description of business and type of business. As you know some businesses by their very nature will dictate special credit handling: seasonal businesses (yacht clubs, resort area, hotels, ski resorts, etc. may be candidates for cash in advance): as well as other businesses such as: direct response, businesses under one year old, clubs, art shows, liquidation sales, etc.
3. Owners, Partners, Etc.
 - A. Very important as some of these individuals will go from one corporate shield to another and you may have had previous experience with the individual. Of course, the information is important when your contact is no longer available and communication breaks down. Social Security numbers are extremely effective when trying to locate a debtor.
4. Banking Information
 - A. Customer Since – A new account for a company in business for some time may indicate recent problems with a prior bank.
 - B. Too much borrowing may indicate cash flow difficulties.
 - C. Collateral and guarantor information may be indicative of financial standing/problems of the client.
5. Credit References
 - A. The references given will typically give solid reports. If they don't, you may not wish to go any further. References not given can at times be more interesting. This underlines the need for a good communications network among your associates in the industry.
 - B. Regarding the non-media credit references, we recommend going beyond those who must be paid in order that the applicant stay in business (telephone, rent, electricity, industry suppliers on which the company may be heavily dependent).
6. This is one of the more important elements of the credit application. The applicant is signing and thereby acknowledging and confirming understanding of your credit and payment terms. They are also agreeing to the following provisions:
 - A. Applicant has read, understands and agrees with all items.
 - B. Applicant agrees to give you the right to investigate all information you deem important to evaluate credit worthiness.
 - C. That payment will be made according to your terms.
 - D. That applicant will report discrepancies in a timely manner.
 - E. Applicant will pay interest, collection/attorney fees in the event of non-payment.

Some sales people have been known to be reluctant to utilize these applications, however, it can be explained to them that it is to (Creditor's) and therefore their benefit to fully utilize them.

While it's true that "nothing happens until something is sold" it is also true that a sale does not happen until the check clears.

If the information comes back and clearly indicates that cash-in-advance is appropriate, we recommend the following, in order of priority:

1. Bank Money Check
2. Certified Check
3. Wire transfer
4. Check – Deposited at least seven days for a local client and fourteen days for an account located outside your area before the start date of the schedule.
5. Cash

RECOMMENDED CONFIDENTIAL
CREDIT APPLICATION

1. Customer Information:

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

Mailing Address: _____ Telephone #: _____

Street Address: _____ Fax #: _____

City/State/Zip: _____ Payment
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.
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: _____