

# Real Estate ROP Contract

# Richmond Times-Dispatch

P.O. Box 85333 • RICHMOND, VA 23293-0001

## 90 Day Frequency Agreement Real Estate Display Advertising

In consideration for the discount specified below, I authorize the Richmond Times-Dispatch to publish advertising in the Richmond Times-Dispatch in accordance with the following requirements (check one):

- 15% Discount** Minimum \$5,500 expenditure, minimum 6 insertions within 90 days of first insertion.
- 10% Discount** Minimum \$3,500 expenditure, minimum 4 insertions within 90 days of first insertion.
- 5% Discount** Minimum \$2,500 expenditure, minimum 2 insertions within 90 days of first insertion.
- Check here to include all advertisements on TimesDispatch.com.

All charges, excluding inserts, apply to fulfillment of expenditure requirements.

## CONTRACT REGULATIONS

It is understood by all parties hereto that in the event (1) the number of insertions contracted for are not used during the 90-day contract period or (2) the advertiser cancels this contract before satisfying its minimum requirements, the Richmond Times-Dispatch will compute the cost difference between the open or applicable earned rate and the discount amount and will bill advertiser for this additional difference, which advertiser agrees to pay within 30 days.

Cancellation may be effected only by a letter addressed to the Classified Advertising Manager of the Richmond Times-Dispatch or to the advertiser's sales representative. The Richmond Times-Dispatch reserves the right to increase the rates specified, or modify the terms in this contract at any time with the understanding that the new rates and modifications will apply unless the advertiser elects to cancel this contract, in which case such cancellation may be done without discount adjustment.

If an advertiser choosing one discount should satisfy the requirements entitling it to a greater discount, that greater discount will apply to all advertisements exceeding the requirements of the originally chosen discount. Full page advertising will be billed at the lower rate as set forth in the current Real Estate Advertising Rate Card.

Except as to matters specifically superseded by this contract, all provisions of the current Real Estate Advertising Rate Card shall apply as if written herein and shall be incorporated herein by reference.

It is expressly understood that the space contracted for is to be used by the advertiser exclusively and for his own present business and cannot be sold, given or transferred in whole or in part in any way, to any other firm, individual or corporation.

The undersigned advertiser agrees to the terms and conditions herewith set forth and accepts this contract as of this date:

_____ , _____ Month Day Year	Advertiser _____
First Insertion Date _____	Per (signed) _____
Salesperson _____ No. _____	Name (print) _____
Accepted by Richmond Times-Dispatch _____	Address _____
<i>Classified Advertising Manager</i>	City and State _____ Zip _____
	Nature of Business _____ NIC NO. _____
	E-mail Address _____