



608 17<sup>th</sup> Avenue North  
 Myrtle Beach, SC 29577  
 843.448.9028

**CURRENT AD RATES**

**THREE MONTH PACKAGE**

Single Spots - 1 Per Loop <ul style="list-style-type: none"> <li>•Ideal for summer clients</li> <li>•12 spots/day, avg. 360 spots/month</li> </ul>	\$1,075 per month - \$3,225 TOTAL <b>OR Pay in Full \$2,700 - SAVE \$525</b>
Double Spots - 2 Per Loop <ul style="list-style-type: none"> <li>•Spot airs at least once per hour</li> <li>•24 spots/day, avg 720 spots/month</li> </ul>	\$2,000 per month - \$6,000 TOTAL <b>OR Pay in Full \$4,800 - SAVE \$1,200</b>

**SIX MONTH PACKAGE**

Single Spots - 1 Per Loop <ul style="list-style-type: none"> <li>•Usually April 1 – October 1</li> <li>•12 spots/day, avg. 360 spots/month</li> <li>•Option to Upgrade to Annual</li> </ul>	\$900 per month - \$5,400 TOTAL <b>OR Pay in Full \$4,800 - SAVE \$600</b>
Double Spots - 2 Per Loop <ul style="list-style-type: none"> <li>•Spot airs at least once per hour</li> <li>•24 spots/day, avg 720 spots/month</li> <li>•Option to Upgrade to Annual</li> </ul>	\$1,500 per month - \$9,000 TOTAL <b>OR Pay in Full \$7,200 - SAVE \$1,800</b>

**ANNUAL PACKAGE • PAY 10 MONTHS, GET 2 MONTHS FREE!\***

Single Spots - 1 Per Loop <ul style="list-style-type: none"> <li>•Ideal for summer clients</li> <li>•12 spots/day, avg. 360 spots/month</li> </ul>	\$900 per month - \$9,000 TOTAL <b>OR Pay in Full \$7,500 - SAVE \$1,500</b>
Double Spots - 2 Per Loop <ul style="list-style-type: none"> <li>•Spot airs at least once per hour</li> <li>•24 spots/day, avg 720 spots/month</li> </ul>	\$1,500 per month - \$15,000 TOTAL <b>OR Pay in Full \$12,500 - SAVE \$2,500</b>

**SPECIAL EVENT PROMOS • DOUBLE SPOTS**

1 Week <ul style="list-style-type: none"> <li>•Spot airs at least once per hour</li> <li>•24 spots/day, avg 720 spots/month</li> </ul>	\$1,000 – PAID IN ADVANCE
1 Month <ul style="list-style-type: none"> <li>•Spot airs at least once per hour</li> <li>•24 spots/day, avg 720 spots/month</li> </ul>	\$2,500 – PAID IN ADVANCE

**Production Fee: \$750 Per 30 Seconds**

\*Annual packages require down payment of 1/3 of total contracted price, payable prior to ad going on air.



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CONTRACT AGREEMENT

This contract represents a legally binding agreement for the purchase of production and/or advertising services from TV33: Best of the Beach. This service will be invoiced on a regular basis as agreed to with the sales agent indicated below. Failure to make a prompt payment of the due balance may result in the temporary suspension of the advertising contract until payment is made, or collection efforts if the contract is terminated due to non-payment. Any payment which is returned due to insufficient funds will incur a handling fee of \$35, which will be added to the client's next invoice.

This advertising contract may include discounted rates due to extended contracts, seasonal specials or agreements of exchange of products or services. Early termination of this agreement by the client, or by TV33: Best of the Beach as a result of excessively outstanding balance, may result in the loss of all discounts and a retroactive balance equal to the regular monthly rate for the equivalent term of the period completed.

Termination of the contract prior to its expiration date or due to non-payment may incur penalties as detailed above depending on the nature of such a termination. Account credits may not be refunded as cash unless otherwise agreed to prior to the signing of this agreement.

Clients under annual contracts will be automatically placed on a month-to-month air plan at their established rate. If the client wishes to end their advertising, they must contact TV33 by phone or by email. A client will continue to be billed until TV33 is notified of the client's intention to end their advertising.

Production of a commercial will incur a production fee, which will be invoiced to you along with your first period of advertising services. Payment of this fee is due upon completion and approval of the commercial for air.

In some cases, TV33 may accept trade/barter amounts in lieu of cash payment. In such case, material representation of the trade (gift cards or certificates, vouchers) must be sent with monthly payments. Accounts which include trade that fail to send in the agreed amount will be considered delinquent.

On this date, \_\_\_\_\_, 20\_\_\_\_, I, the undersigned, assert that I agree to the terms listed above, and that I am authorized on behalf of my company, employer or client to enter into and maintain an advertising agreement with TV33: Best of the Beach and wish to do so at this time.

CLIENT SIGNATURE \_\_\_\_\_

CLIENT NAME (PRINT) \_\_\_\_\_

SALES AGENT(S) \_\_\_\_\_

ON-AIR DATE \_\_\_ / \_\_\_ / \_\_\_\_\_

OFF-AIR DATE \_\_\_ / \_\_\_ / \_\_\_\_\_

NUMBER OF SPOTS PER MONTH \_\_\_ JAN \_\_\_ FEB \_\_\_ MAR \_\_\_ APR \_\_\_ MAY \_\_\_ JUN
\_\_\_ JUL \_\_\_ AUG \_\_\_ SEP \_\_\_ OCT \_\_\_ NOV \_\_\_ DEC



THE BEST OF THE BEACH

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**CONTRACT AGREEMENT**

**CLIENT INFORMATION**

BUSINESS NAME: \_\_\_\_\_

ON-SITE CONTACT: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

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**INTERNAL USE**

APPROVAL: \_\_\_ / \_\_\_ / \_\_\_\_\_ ON-AIR DATE: \_\_\_ / \_\_\_ / \_\_\_\_\_

BILLING ENTRY DATE: \_\_\_ / \_\_\_ / \_\_\_\_\_

PRODUCTION FEE: \$ \_\_\_\_\_ MONTHLY RATE: \$ \_\_\_\_\_

BILLING: MONTHLY QUARTERLY SEMIANNUALLY ANNUALLY

OTHER: \_\_\_\_\_  
\_\_\_\_\_

FREE MONTHS: DECEMBER JANUARY FEBRUARY N/A

PRODUCTION: \_\_\_\_\_

BILLING: \_\_\_\_\_