

Letter of Agreement 2012 Media Kit

Independent Lubricant Manufacturers Association

This Letter of Agreement is required to confirm placement of advertising space in ILMA's 2012 publications.

Please provide all of the following information:

Advertiser/Company _____ Contact Name _____
Street Address _____ City/State/Zip _____
Phone _____ Fax _____ Email _____

Agency (if applicable) _____ Contact Name _____
Street Address _____ City/State/Zip _____
Phone _____ Fax _____ Email _____

BILL TO: _____ Contact Name _____
Street Address _____ City/State/Zip _____
Phone _____ Fax _____ Email _____

Thank you for signing up as an ILMA advertiser. **Be sure to respond by November 15, 2011** in order to receive the Early Signing Discounts — 10% off all *Compoundings* Ads & 15% off *2012 Membership Directory* ads. Refer to the 2012 Ad Rates sheet to complete the following:

COMPOUNDINGS:

To reserve your space in *Compoundings*, please complete the following:

Ad Size: _____ # Insertions: _____ Discount Price Each: _____
Months of Insertion (circle): JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC TOTAL: _____

PLEASE PROVIDE contact information as it should appear in the *Compoundings* Advertisers Index:

Contact name _____ Phone _____ Email _____

2012 MEMBERSHIP DIRECTORY:

To reserve your space in the *ILMA 2012 Membership Directory*, please complete the following:

Ad space requested: _____ Price: _____ Price w/ Discount (by November 15, 2011): _____

Please sign and fax back to 703-836-8503 or email to mjolkovski@ilma.org. If you have any questions, please contact Martha Jolkovski, Associate Director, 703-684-5574 x 118 or mjolkovski@ilma.org.

By signing, I agree to the Terms and Conditions as follows:

All prices are net. Payment is due upon receipt; past due invoices are subject to service charge. Advertisers who use agencies are still solely responsible for delinquent accounts owed. ILMA reserves the right to require payment in advance. Delinquent accounts are subject to legal action by ILMA. **CANCELLATIONS: No cancellations of advertising agreements will be accepted after sixty days prior to the published insertion deadline, and no changes in advertising agreements will be accepted after thirty days prior to insertion deadline. All cancellation requests must be submitted in writing.**

ILMA reserves the rights: 1) to reject any advertisement at any time after receipt of proof of text, copy and/or illustrations, even though a prior similar order may have been approved; 2) to reject any advertising it believes does not comport to the standards of the Association or that may be offensive in any way. ILMA cannot accept liability for advertisement content, and has the responsibility, as well as the right, to exercise control of its publications to fulfill its legal obligations under the law and the Association's bylaws, and to promote the overall interests of the industry.

Signature of Authorized Representative

Signature of ILMA Representative

Printed Name

Printed Name

Date

Date

INDEPENDENT LUBRICANT MANUFACTURERS ASSOCIATION

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