



**CCC Application for Credit**

651 Boonville  
P O Box 798  
Springfield, MO 65806  
Fax 1-866-226-7232  
Phone 1-866-227-9903

UPON COMPLETION OF THIS FORM, FAX TO 1-866-226-7232 or email to CreditApps-pubs@ccc.gannett.com

**Sales Rep Requesting:** \_\_\_\_\_

**Unit location:** \_\_\_\_\_

**Amount requested:** \_\_\_\_\_

Applicant authorizes Gannett Co., Inc. and/or its subsidiaries and divisions ("Gannett") to request credit information for seeking credit for \_\_\_\_\_ and affiliated Gannett units based on the information or from other sources pertaining to Applicant's financial responsibility, for the purpose of extending credit to the Applicant or to procure a consumer report about the Applicant. Information in a consumer report may bear upon credit worthiness, credit standing, personal characteristics or mode of living.

\_\_\_\_\_, ("Applicant") warrants that all statements on this form are true and correct and are made for the purpose seeking credit from Gannett.

**APPLICANT /BUSINESS INFORMATION**

Applicant Legal Name \_\_\_\_\_ Date \_\_\_\_\_

Applicant Individual Name \_\_\_\_\_

Any Additional dba's \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Accounts Payable Contact \_\_\_\_\_ Telephone ( ) \_\_\_\_\_

Business Type (Please "X"): Corporation \_\_\_\_\_ Partnership \_\_\_\_\_ Proprietorship \_\_\_\_\_ LLC \_\_\_\_\_

Federal Taxpayer ID No. \_\_\_\_\_ DUNS No. \_\_\_\_\_

Date Business Started \_\_\_\_\_ Nature of Business \_\_\_\_\_

**APPLICANT BUSINESS ORGANIZATION**

Owner/Officer \_\_\_\_\_ Title \_\_\_\_\_

Owner/Officer \_\_\_\_\_ Title \_\_\_\_\_

Name of Bank \_\_\_\_\_ Account No. \_\_\_\_\_

**APPLICANT MEDIA CREDIT REFERENCES - LIST 3**

	<u>Name</u>	<u>Address</u>	<u>Phone Number</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

PERSONAL GUARANTY AGREEMENT

In order to induce Gannett to extend credit to Applicant for payment for advertising services and expenses by Applicant or its authorized Agency and all liabilities of Applicant, the undersigned Officer or Principal ("Guarantor") hereby fully and unconditionally guarantees the prompt payment of any sums owed to Gannett for such services. To the extent permitted by law, Guarantor hereby waives all notices and notice periods, claims, demands and defenses, which might impair the enforcement or release of this Guaranty. Guarantor further agrees to pay a late payment penalty of 1.5% per month (18% annually) or the statutorily allowable rate whichever is higher, on any balance due. Guarantor agrees to indemnify Gannett for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees.

This Guaranty shall continue in force until all outstanding balances are paid in full or until receipt of written termination notice from the Credit Department of Gannett.

Applicant/Personal Guarantee: Social Security Number \_\_\_\_\_

TERMS AND CONDITIONS

All advertising placed with Gannett by the undersigned advertising agency ("Agency") and/or advertiser ("Advertiser") shall be governed by the following terms and conditions regarding payment:

Any claims of errors or discrepancies in invoices must be notified to Gannett within 15 days of receiving such invoice. Otherwise all such claims are deemed waived and invoice will be considered correct and Agency and Advertiser will be held responsible for payment. Any claim related to rates incorrectly paid must be submitted in writing to Gannett within sixty (60) days of the invoice date or the claim will be waived.

All such advertising provided by Gannett shall be due and payable by the due date of the invoice, or within the payment terms indicated on the invoice. If payment is not received within sixty (60) days after the date of the invoice, Gannett reserves the right to: 1) refuse new orders; 2) cancel existing orders; 3) notify the Agency and/or Advertiser of the status of the account; and 4) assess a delinquent ("late") charge to the account, which sum shall be determined by calculation of a penalty rate accrued from the date of the invoice to the date of payment at a rate of 1 1/2% per month (18% per annum) or the statutorily allowable rate whichever is higher, of the average daily amount owing on the account. All payments received by Gannett may be applied first to the payment of such late charges. Should third-party collection become necessary, Agency and/or Advertiser agree to pay all costs of collection including attorneys' fees and court costs if collected by law or through an attorney-at-law including, but not limited to, costs incurred as a result of the insolvency or bankruptcy of the Agency or Advertiser.

In the event that advertising is placed by a third party in "care of", Applicant or its authorized Agency, the Applicant or its authorized Agency assumes full responsibility jointly and severally for the actions of such third party and for payment of advertising placed by a third party.

This agreement and the terms and conditions outlined herein shall apply to all future services which may be provided by Gannett from time to time for the undersigned Agency and/or Advertiser.

If the agreement is signed by the Agency alone then the Agency shall be deemed to have executed this agreement both as principal and as authorized agent for any and all Advertisers on whose behalf the Agency may from time to time request services be performed by Gannett.

Signature of Officer or Principal Title
Date Printed Name

OFFICE USE ONLY
Sales Representative Schedule Dates
Account # Contract Value
Received by Credit Dept / / / Date Processed / / /