

PRESS-REGISTER

401 N. WATER STREET, MOBILE, AL 36602
 PRESIDENT & PUBLISHER — RICKY R. MATHEWS
 ADVERTISING DIRECTOR — LARRY WOOLEY
 RETAIL ADVERTISING MGR. — STEVE HALL
 RETAIL ADVERTISING BULK RATE CARD
 EFFECTIVE SEPTEMBER 22, 2009

OPEN RATE

Daily.....	\$87.55
Sunday.....	\$100.45

BASE CONTRACT RATES

Daily.....	\$54.62
Sunday.....	\$63.73

NET CONTRACT RATES

Volume space to be used in 12 months. The following rates are shown net of monthly payment discounts. Payment is due by the 25th of month following publication or discount is forfeited and rate returns to base contract rate.

BRACKET	DISCOUNT	NET DAILY	NET SUNDAY
50" Min.	13%	\$47.52	\$55.45
100" Min.	14%	\$46.97	\$54.81
250" Min.	15%	\$46.43	\$54.17
500" Min.	16%	\$45.88	\$53.53
1000" Min.	17%	\$45.33	\$52.90
1500" Min.	18%	\$44.79	\$52.26
3000" Min.	20%	\$43.70	\$50.98
6000" Min.	21%	\$43.15	\$50.35
10,500" Min.	23%	\$42.06	\$49.07
17,000" Min.	25%	\$40.97	\$47.80
24,000" Min.	27%	\$39.87	\$46.52
31,000" Min.	30%	\$38.23	\$44.61
45,000" Min.	32%	\$37.14	\$43.34

CHURCH/CHARITY/CIVIC/NON-PROFIT RATES

Daily.....	\$47.52
Sunday.....	\$55.45

PICK-UP DISCOUNTS

Off the Base Contract Rate
 No changes allowed to qualify for pick-up rates.
 Pick-up ad must run within 7 days.

- 25% Discount for First Pick-up
- 35% Discount for Second Pick-up
- 50% Discount for Third Pick-up
- 50% Discount for Fourth Pick-up
- 50% Discount for Fifth Pick-up
- 50% Discount for Sixth Pick-up

- Ads picked-up from the full circulation Press-Register and run in any weekly zoned edition within the same week will receive a 25% discount off the zoned edition's base contract rate.
- All pickup discounts are less early pay discount if applicable.

SPECIAL CONTRACT DISCOUNTS

Pick-up rates not applicable.

	Daily	Sunday
Full Depth (5%).....	\$51.89	\$60.54
1 Page (12%).....	\$48.07	\$56.08
2 or More Pages/Same Issue (17%).....	\$45.33	\$52.90
• 52 Consecutive/Full Page Mon., Tues. or Sat. (34%).....	\$36.05	
• 52 Consecutive/Half Page Mon., Tues. or Sat. (17%).....	\$45.33	
• Less early pay discount if applicable.		

"FREQUENCY" RATES

— Daily & Sunday —
 no specific page requests.

Daily Ad/Weekly Copy Change	Per Inch Per Day	\$23.13
4-6 Days/30 Day Copy Change	Per Inch Per Day	\$31.31
1-3 Days/30 Day Copy Change	Per Inch Per Day	\$39.72

Mortuary Rates: Daily Ad/30 Day Copy Change \$29.40 Per Inch Per Day

Advertisers on 3 month frequency contracts will be allowed a 20% discount from above rates if payment is received by the 25th of the month following publication, and will qualify for the base rate on any additional ads published in the Press-Register during the 3 month contract period. The above frequency rates are available for one month or more with no contract, but 20% discount is forfeited.

Restaurant Rate: Any restaurant committing to run a minimum of 5 inches for 13 consecutive weeks in the Press-Register Bay Weekend or Bay Flavor will receive 50% off the base contract rate.

POLITICAL ADVERTISING RATES

Requires Bulk Contract

Must have cash with order; 15 percent commission paid to recognized advertising agencies. Volume space to be used in 12 months. Pickup rates apply to qualified ads.

BRACKET	DAILY	SUNDAY
50" Min.	\$56.09	\$65.09
100" Min.	\$55.43	\$64.67
250" Min.	\$54.77	\$63.90
500" Min.	\$54.18	\$63.19
1500" Min.	\$52.85	\$62.19
3000" Min.	\$51.55	\$60.19

DEALER ASSOCIATION RATES

15% Commission Pd. to

Recognized Advertising Agencies

Daily.....	\$54.62
Sunday.....	\$63.73

COLOR PREMIUMS

Daily or Sunday Insertion

B/W 1 Color	B/W 3 Color
\$615.00	\$861.00

• Advertisers who commit to and run 52 or more quarter-page or larger 4-Color ads in a 12 month period will be charged the 1-Color rate for all 4-Color ads. \$615.00 per day.

• Advertisers who commit to and run 365 days of consecutive color ads will be charged \$178.00 for 1-Color ads per day and \$297.00 for 4-Color ads per day.

COLOR BY THE INCH

Retail Display

1 COLOR	
• 1-9 inches.....	\$5.90 per column inch
• 10-19 inches.....	\$11.83 per column inch
• 20-29 inches.....	\$17.74 per column inch
• 30 inches and over.....	\$615.00

4 COLOR	
• 1-9 inches.....	\$11.83 per column inch
• 10-19 inches.....	\$17.74 per column inch
• 20-29 inches.....	\$23.66 per column inch
• 30 inches and over.....	\$861.00

RETAIL DISPLAY

Mechanical Measurements

• 1 Col.....	1.55"
• 2 Col.....	3.22"
• 3 Col.....	4.87"
• 4 Col.....	6.52"
• 5 Col.....	8.18"
• 6 Col.....	9.875"

• Full Page Width.....	9.875"
• Full Page depth.....	20.50"
• Full Page Total Inches.....	123"

• Double truck 20.75" wide charged as 13 columns or 259.50"

• All ads measuring over 18" in depth will be charged as 20.50"

• TV PREVIEW RATE CARD AVAILABLE UPON REQUEST

MOBILE PRESS

Published Sunday with the Press-Register
Rates Effective September 22, 2009

Zips: 36602, 36603, 36604, 36606, 36607, 36608, 36609, 36618, 36619, 36693, 36695, 36575, 36587

	SUNDAY
OPEN RATE	\$19.61
CONTRACT RATES	\$12.43

Volume space to be used in 12 months. The following rates are shown net of monthly payment discounts. Payment is due by the 25th of the month following publication or discount is forfeited and rate returns to base contract rate.

NET CONTRACT RATES (Shown Net of Monthly Payment Discount)

BRACKET	DISCOUNT	SUNDAY
50" Min	5%	\$11.81
100" Min	7%	\$11.56
250" Min	8%	\$11.44
750" Min	10%	\$11.19
1000" Min	11%	\$11.06
1500" Min	12%	\$10.94
3000" Min	16%	\$10.44
6000" Min	18%	\$10.19

SPECIAL DISCOUNTS FOR CONTRACT ADVERTISERS

Full Depth (5%)	\$11.81
1-Page (12%)	\$10.94
2-Page (17%)	\$10.32

CHURCH/CHARITY RATES \$11.81

POLITICAL RATES: Cash with order 15% Commission paid to recognized agencies.

BRACKET SUNDAY

50" Min	\$14.27
100" Min	\$14.04
250" Min	\$13.81
750" Min	\$13.16
1500" Min	\$12.89
3000" Min	\$12.34
6000" Min	\$12.02
12000" Min	\$11.70

COLOR PREMIUMS	Black/1-Color	Black/3-Color
	\$126.00	\$254.00

Frequency Rate:

3 month commitment, one copy change every four weeks. 20% discount if bill paid in full by 25th of month following publication.

Gross \$9.38 p.c.i. Net \$7.50 p.c.i.

The above frequency rate is available for one month or more with no contract, but 20% discount is forfeited.

PICK-UP DISCOUNTS

No changes allowed to qualify for pick-up rates.

- Ads picked-up from the Press-Register full circulation and rerun in Mobile Press edition within 7 days will receive a 25% discount off the Mobile Press
- All Pick-up discounts are less early pay discount if applicable.

RETAIL COLOR BY THE INCH

1-Color/Mobile Press Display	4-Color/Mobile Press Display
• 1-9 Inches = \$1.89 p.c.i.	• 1-9 Inches = \$3.78 p.c.i.
• 10-19 Inches = \$2.87 p.c.i.	• 10-19 Inches = \$5.72 p.c.i.
• 20-29 Inches = \$4.30 p.c.i.	• 20-29 Inches = \$8.60 p.c.i.
• 30 Inches & Over = \$126.00	• 30 Inches & Over = \$254.00

BALDWIN REGISTER

Published Sunday-Friday With The Press-Register
Rates Effective September 22, 2009

	DAILY	SUNDAY
OPEN RATE	\$15.11	\$16.34
CONTRACT RATES	\$9.45	\$10.36
NET CONTRACT RATES (Shown Net of Monthly Payment Disc.)		

BRACKET	DISCOUNT	DAILY	SUNDAY
50" Min.	2%	\$9.26	\$10.15
100" Min.	4%	\$9.07	\$9.95
250" Min.	6%	\$8.88	\$9.74
750" Min.	10%	\$8.51	\$9.32
1000" Min.	11%	\$8.41	\$9.22
1500" Min.	12%	\$8.32	\$9.12
3000" Min.	16%	\$7.94	\$8.70
6000" Min.	18%	\$7.75	\$8.50
12,000" Min.	20%	\$7.56	\$8.29

SPECIAL DISCOUNTS

FULL DEPTH (5%)	\$8.98	\$9.84
1-Page (12%)	\$8.32	\$9.12
2-Page (17%)	\$7.84	\$8.60

CHURCH/CHARITY RATES \$9.26 \$10.15

POLITICAL RATES — Cash with order. 15% Commission paid to recognized agencies.

BRACKET	DAILY	SUNDAY
100" Min.	\$10.67	\$11.70
250" Min.	\$10.48	\$11.51
750" Min.	\$10.02	\$10.97
1500" Min.	\$9.80	\$10.74
3000" Min.	\$9.37	\$10.28
6000" Min.	\$9.13	\$10.02
12,000" Min.	\$8.90	\$9.75

COLOR PREMIUMS	Black/1-Color	Black/3-Color
	\$105.00	\$212.00

FREQUENCY RATES

3 month commitment required. One copy change every four weeks. 20% discount if bill paid in full by 25th of month following publication.

1 day	2-5 days/week	6 days
\$7.82	\$5.49	\$5.08

RETAIL/CLASSIFIED COLOR BY THE INCH

1-Color/Baldwin Retail Display	4-Color/Baldwin Retail Display
• 1-9 Inches = \$11.95 Flat Charge	• 1-9 Inches = \$29.85 Flat Charge
• 10-19 Inches = \$2.39 p.c.i.	• 10-19 Inches = \$4.77 p.c.i.
• 20-29 Inches = \$3.58 p.c.i.	• 20-29 Inches = \$7.17 p.c.i.
• 30 Inches & Over = \$105.00	• 30 Inches & Over = \$212.00

PICK-UP DISCOUNTS

Off the Base Contract Rate

No changes allowed to qualify for pick-up rates. Pick-up ad must run within 7 days.

- 25% Discount for First Pick-up
- 35% Discount for Second Pick-up
- 50% Discount for Third Pick-up
- 50% Discount for Fourth Pick-up
- 50% Discount for Fifth Pick-up
- 50% Discount for Sixth Pick-up
- Ads picked-up from the full circulation Press-Register and run in any weekly zoned edition within the same week will receive a 25% discount off the zoned edition's base contract rate.
- All pickup discounts are less early pay discount if applicable.

PRESS REGISTER MOBILE COUNTY NEIGHBORS

Published Sunday - Rates Effective September 22, 2009

NEIGHBORS NORTH

North Zips: 36505, 36522, 36560, 36572, 36611, 36613, 36521, 36525, 36571, 36610, 36612, 36617

Open Rate \$10.53

- \$7.53 per column inch base rate
- \$5.65 per column inch (25% discount if picked up within 7 days from another zone - pick up discount applies to the lower rated zone)
- \$5.65 per column inch (25% discount if picked up within 7 days from earlier day/same zone or PR)

Bulk Contracts: (net payment due by the 25th of the month following publication or discount is forfeited and rate returns to base contract rate)

- 100 inches, 14% discount \$6.48 net per inch
- 250 inches, 15% discount \$6.40 net per inch
- 500 inches, 16% discount \$6.33 net per inch
- 1000 inches, 17% discount \$6.25 net per inch
- 1500 inches, 18% discount \$6.17 net per inch
- 3000 inches, 20% discount \$6.02 net per inch
- 6000 inches, 21% discount \$5.95 net per inch

Small Space Color Flat Rates (full or spot)

• 1" - 9" \$15	• 10" - 19" \$31	• 20" - 29" \$65
• 30"+ Spot \$83..... Full \$117		

Frequency Rate:

- 4 times per month, monthly copy change, no contract required, \$6.23 per inch
- 4 times per month, monthly copy change, 13 week contract required, \$4.99 net per inch (net payment due by the 25th of the month following publication or discount is forfeited and rate returns to base frequency rate)

NEIGHBORS SOUTH

South Zips: 36509, 36528, 36544, 36523, 36541, 36582, 36605, 36615

Open Rate \$8.10

- \$5.79 per column inch base rate
- \$4.34 per column inch (25% discount if picked up within 7 days from another zone - pick up discount applies to the lower rated zone)
- \$4.34 per column inch (25% discount if picked up within 7 days from earlier day/same zone or PR)

Bulk Contracts: (net payment due by the 25th of the month following publication or discount is forfeited and rate returns to base contract rate)

- 100 inches, 14% discount \$4.98 net per inch
- 250 inches, 15% discount \$4.92 net per inch
- 500 inches, 16% discount \$4.86 net per inch
- 1000 inches, 17% discount \$4.81 net per inch
- 1500 inches, 18% discount \$4.75 net per inch
- 3000 inches, 20% discount \$4.63 net per inch
- 6000 inches, 21% discount \$4.57 net per inch

Small Space Color Flat Rates (full or spot)

• 1" - 9" \$12	• 10" - 19" \$25	• 20" - 29" \$48
• 30"+ Spot \$64..... Full \$92		

Frequency Rate:

- 4 times per month, monthly copy change, no contract required, \$4.58 per inch
- 4 times per month, monthly copy change, 13 week contract required, \$3.67 net per inch (net payment due by the 25th of the month following publication or discount is forfeited and rate returns to base frequency rate)

PRESS REGISTER

CLASSIFIED ADVERTISING RATE CARD

EFFECTIVE SEPTEMBER 22, 2009

President & Publisher: Ricky R. Mathews
 Advertising Director: Larry Wooley
 Classified Advertising Manager: Britt Pickett
 Classified Call Center Manager: Lesley Hicks

OPEN RATE

Daily.....	\$99.92
Sunday.....	\$113.83

BASE CONTRACT RATE

Daily.....	\$61.20
Sunday.....	\$71.42

NET CONTRACT RATES

Volume space to be used in 12 months. The following rates are shown net of monthly payment discounts. Payment is due by the 25th of the month following publication or discount is forfeited and rate returns to base contract rate.

BRACKET	DISCOUNT	NET DAILY	NET SUNDAY
50" Min.	13%	\$53.24	\$62.14
100" Min.	14%	\$52.63	\$61.42
250" Min.	15%	\$52.02	\$60.71
500" Min.	16%	\$51.41	\$59.99
1000" Min.	17%	\$50.80	\$59.28
1500" Min.	18%	\$50.18	\$58.56
3000" Min.	20%	\$48.96	\$57.14
6000" Min.	21%	\$48.35	\$56.42
10,500" Min.	23%	\$47.12	\$54.99
17,000" Min.	25%	\$45.90	\$53.57
24,000" Min.	27%	\$44.68	\$52.14
31,000" Min.	30%	\$42.84	\$49.99
45,000" Min.	32%	\$41.62	\$48.57

UNIT FREQUENCY DISCOUNTS

SIZE	5X	20X	35X	65X	104X	130X
1/2 Page.....	5%	15%	25%	30%	33%	40%
Full Page.....	20%	25%	30%	35%	38%	45%

Classified advertisers may qualify for this discount program by selecting an annual minimum number of ads in half and full page units. These discounts are not offered in conjunction with any other discount program, except where specifically outlined in this contract. An annual contract is required and failure to fulfill the contract will result in rebilling all discounted lineages at the regular earned contract rate. All discounts will be deducted from the appropriate size one day rate.

When committing to a 65x UFD (or committing to spend a minimum of \$250,000.00 during that same contract period) an Auto Package on al.com, priced at \$1000/month, is included in the offer. The al.com package includes both new & used inventory, banner advertising & inclusion in the Auto Video Directory. al.com is the online home of the Press Register.

FULL PAGE DISCOUNTS (20%) Daily **\$48.96** Sunday **\$57.14**
Employment Rate Card on Request

BALDWIN REGISTER

CLASSIFIED BULK ADVERTISING RATES

Open Rate Daily.....\$17.15 Sunday.....\$18.48 per column in.
Contract Rate Daily.....\$10.50 Sunday.....\$11.58 per column in.

Volume space to be used in 12 months. The following rates are shown net of monthly payment discounts. Payment is due by the 25th of the month following publication or discount is forfeited and rate returns to base contract rate.

BRACKET	DISCOUNT	DAILY	SUNDAY
50" Min.	2%	\$10.29	\$11.35
100" Min.	4%	\$10.08	\$11.12
250" Min.	6%	\$9.87	\$10.89
750" Min.	10%	\$9.45	\$10.42
1000" Min.	11%	\$9.35	\$10.31
1500" Min.	12%	\$9.24	\$10.19
3000" Min.	16%	\$8.82	\$9.73
6000" Min.	18%	\$8.61	\$9.50
12,000" Min.	20%	\$8.40	\$9.26

SPECIAL DISCOUNTS FOR CONTRACT ADVERTISERS

Full page units 12% Discounts: Daily.....\$9.24 Sunday.....\$10.19 per column inch
 Pick up ads — ads repeated without change in a 7-day period will receive a 20% pick up discount:
 Daily.....\$8.40 Sunday.....\$9.26 per column inch

- Ads picked up and run within seven days on Monday will receive 35% discount off base rate.
- Ads picked up and run within seven days on Monday and Tuesday will receive a 35% discount off base rate on Monday and a 50% discount off base rate on Tuesday.

PICK-UP DISCOUNTS

Off the Base Contract Rate

No changes allowed to qualify for pick-up rates. Pick-up ad must run within 7 days.

- 20% Discount for First Pick-up
- 35% Discount for Second Pick-up
- 50% Discount for Third, Fourth, Fifth, & Sixth Pick-up
- Ads picked-up from the full circulation Press-Register and run in any weekly zoned edition within the same week will receive a 20% discount off the zoned edition's base contract rate.
- All pickup discounts are less early pay discount if applicable.

FREQUENCY ADVERTISING

1 DAY	2-5 DAYS/WEEK	6 DAYS
\$10.12	\$7.07	\$6.47

COLOR PREMIUMS

b/w 1c	b/w 3c
\$105.00	\$212.00

CHURCH, CHARITY, CIVIC CLUB

Daily Net - \$10.29 Sunday Net - \$11.35

3 month commitment required. One copy change every 4 weeks. 20% discount if bill paid in full by 25th of month following publication.

DEALER ASSOCIATION RATES

Daily.....	\$61.20
Sunday.....	\$71.42

COLOR PREMIUMS

b/w 1c	b/w 3c
\$615.00	\$861.00

- Advertisers who commit to and run 52 or more quarter-page or larger 4-Color ads in a 12 month period will be charged the 1-Color rate for all 4-Color ads. \$615.00 per day.
- Advertisers who commit to and run 365 days of consecutive color ads will be charged \$178.00 for 1-Color ads per day and \$288.00 for 4-Color ads per day.

PICK-UP DISCOUNTS

Off the Base Contract Rate

No changes allowed to qualify for pick-up rates. Pick-up ad must run within 7 days.

- 20% Discount for First Pick-up
- 35% Discount for Second Pick-up
- 50% Discount for Third Pick-up
- 50% Discount for Fourth Pick-up
- 50% Discount for Fifth Pick-up
- 50% Discount for Sixth Pick-up
- Ads picked-up from the full circulation Press-Register and run in any weekly zoned edition within the same week will receive a 20% discount off the zoned edition's base contract rate.
- All pickup discounts are less early pay discount if applicable.

FREQUENCY RATES

3 Month Minimum

DAILY/30-DAY COPY CHANGE.....	\$33.10 per col. inch per day
DAILY/7-DAY COPY CHANGE.....	\$40.98 per col. inch per day
4-6 DAYS/30 DAY COPY CHANGE.....	\$34.28 per col. inch per day
1/3 DAYS/30 DAY COPY CHANGE.....	\$43.65 per col. inch per day

Advertisers on 3 month frequency contracts will be allowed a 20% discount from above rates if payment is received by the 25th of the month following publication and will qualify for the base rate on any additional ads published in the Press-Register during the 3 month contract period.

CHURCH, CHARITY, CIVIC, NON-PROFIT RATE

Daily Sat. or Hol.....\$53.24 Sunday.....\$62.14

COLOR BY THE INCH - Classified Display

1 COLOR	
• 1-9 inches.....	\$5.90 per column inch
• 10-19 inches.....	\$11.83 per column inch
• 20-29 inches.....	\$17.74 per column inch
• 30 inches and over.....	\$615.00
4 COLOR	
• 1-9 inches.....	\$11.83 per column inch
• 10-19 inches.....	\$17.74 per column inch
• 20-29 inches.....	\$23.66 per column inch
• 30 inches and over.....	\$861.00

CLASSIFIED DISPLAY MECHANICAL MEASUREMENTS

• 1 Col.	1.55"
• 2 Col.	3.22"
• 3 Col.	4.87"
• 4 Col.	6.52"
• 5 Col.	8.18"
• 6 Col.	9.875"

- Full Column depth.....20.50"
- Double truck 20.75" wide charged as 13 columns or 259.50"
- All copy measuring over 18 in depth will be charged as 20.50"

RATE CARD TERMS AND CONDITIONS

The following sets forth the terms and conditions under which advertisements may be published in the Press-Register ("Publisher") by advertisers ("Advertiser") and/or, if applicable, and advertisement agency ("Agency"):

1. Publisher reserves the right to revise its rates by providing notice 30 days in advance to Advertiser or by general issuance of a notification of such a change such as by a rate sheet or rate change announcement.
2. All advertisements sold on a cash-in-advance basis unless credit has been approved by Publisher. Payment for advertising shall be made on or before the 25th day of the month following that in which advertising is published. Publisher may at its option require cash with order or change the payment terms. If payment is made by an Agency, allowable commissions may be deducted. If any bill is not paid by its due date, Publisher will impose a late fee of 1.5% per month and/or commissions shall be deemed not earned and the gross amount of the bill shall be paid in full.
3. Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges made. Advertiser authorizes Publisher, at its election, to tender any bill to Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim between Advertiser and Agency.
4. Advertiser and Agency represent and warrant that they are authorized to publish the entire contents and subject matter of the advertisements, and that publication by Publisher will not violate the personal or proprietary rights of any third party or any law or regulation. Advertiser and Agency will indemnify and hold Publisher harmless from and against any loss, expense, or liability (including Attorney's fees) resulting from claims or suits based upon the advertisements without limitation.
5. Subject to the terms hereof, if advertising is submitted by an Agency, Agency represents that Advertiser has appointed Agency to be its authorized representative with the understanding that, in accordance with trade usage, Agency may be paid a commission. Advertiser shall have the right to revoke its agency at any time effective upon receipt by Publisher of notice in writing.
6. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. The rejection of copy by the Publisher, for any reason whatsoever, shall not be considered a breach of contract, but shall require Advertiser and/or Agency to supply new copy acceptable to the Publisher. Advertisements that simulate editorial content must be clearly labeled "ADVERTISEMENT" and Publisher may in its sole discretion, so label such copy.
7. In the event a volume of advertising less than the agreed is used and paid for or the Advertiser or Agency otherwise breaches the terms of this rate card, any rate discount will be nullified and Advertiser and/or Agency will be charged the difference between the rates charged and the rates applicable for the volume of space actually used, in accordance with the applicable rate schedules ("short-rate"). In such event, Advertiser and Agency must reimburse Publisher for the short-rate within ten days of Publisher's invoice therefore and Advertiser will thereafter pay for advertising at the open rate or at the newly-determined rate(s) (as applicable).
8. Publisher, at its option, may terminate its relationship with Advertiser and/or Agency for the breach of any of the terms hereof, it being specifically understood without limitation that failure on the part of either Advertiser or Agency to pay each bill on or before its due date shall constitute a breach. If Publisher terminates its relationship with Advertiser and/or Agency, all charges incurred together with short-rate charges shall be immediately due and payable. Furthermore, in the event Advertiser or Agency breaches, Publisher may decide to exercise its right to (a) cancel its recognition of Agency, thereby causing agency to lose any claim to commissions for any future advertising placed with Publisher on behalf of Advertiser or any other client and/or (b) refuse to publish any or all of Advertiser's advertising.
9. Any bill tendered by Publisher shall be conclusive as to the correctness of the item therein set forth and shall constitute an account stated unless written objection is made thereto within ten days from the rendering thereof.
10. The Advertiser or Agency may not use any space for the advertisement either directly or indirectly of any business organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser or Agency authorize any others to use any advertising space.
11. Orders containing restrictions, or specifying position, facing, editorial adjacency, or other requirements may be accepted and inserted but such restrictions or specifications are at Publisher's sole discretion.
12. If it becomes necessary to place with an attorney for collection any claim for funds due under the terms of this agreement, then Advertiser and Agency agree to pay to Publisher a reasonable attorney's fee of twenty-five (25) percent of the balance then unpaid.
13. Typographical errors by Publisher in published advertisements shall not constitute a breach of contract, but shall, if brought to the Publisher's attention no later than 5 working days after the advertisement appears, entitle Advertiser to credit for actual space of error on the first insertion only, unless a proof of the advertisement was furnished to or by the Publisher, in which event Advertiser and/or Agency shall accept full responsibility.
14. Publisher's liability for failure to publish an advertisement shall not exceed a refund of or credit for Publisher's charge for such advertisement.
15. Advertiser or Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and reuse any advertisements submitted hereunder in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.
16. The foregoing terms, as well as the terms contained elsewhere in this rate card and in Advertiser's contract with Publisher, shall govern the relationship between Publisher and Advertiser and Agency. Publisher has not made any representations to Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing signed by Publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on Publisher.
17. Employment advertising is sold in combination with an online listing in Alabama Live. Separate prices are available on request.
18. For real estate, auto and other classified categories a value-added online listing in Alabama Live may be provided without additional charge, at the discretion of the Press-Register.