



ADVERTISING CREDIT INFORMATION

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| <input type="checkbox"/> American Snowmobiler | <input type="checkbox"/> BeadStyle | <input type="checkbox"/> Classic Trains | <input type="checkbox"/> Model Retailer |
| <input type="checkbox"/> Art Jewelry | <input type="checkbox"/> Birdwatching | <input type="checkbox"/> FineScale Modeler | <input type="checkbox"/> Scale Auto |
| <input type="checkbox"/> Astronomy | <input type="checkbox"/> Cabin Life | <input type="checkbox"/> Garden Railways | <input type="checkbox"/> The Writer |
| <input type="checkbox"/> Bead & Button | <input type="checkbox"/> Classic Toy Trains | <input type="checkbox"/> Model Railroader | <input type="checkbox"/> Trains |

This is an application to establish a credit account with Kalmbach Publishing Co. **Please complete all requested information, sign, date and return.** If a credit account has not been established, you must include payment with your insertion order or advertising copy (you may deduct 2% for prepayment).

COMPANY NAME _____

ADDRESS (Include street address if you use a P.O. Box.) _____

CITY _____ STATE _____ ZIP _____

NATURE OF BUSINESS _____ WEBSITE _____

PHONE (_____) _____ FAX (_____) _____ E-MAIL _____

This is a corporation partnership sole proprietorship other (please specify) _____

KEY PERSONNEL: Owner/Mgr./President _____

Treasurer/Controller _____ Accounts Payable _____

If proprietorship or partnership, please show name and home address of owners:

Name _____ Name _____

Address _____ Address _____

City _____ State _____ Zip _____ City _____ State _____ Zip _____

Social Security # _____ Social Security # _____

Year your business was established _____ No. of employees _____ D&B number _____

Bank _____ Branch _____

Street _____ City _____ State _____ Zip _____

Contact person _____ Phone (_____) _____

FAX (_____) _____ **Account no.** _____

TRADE REFERENCES (Please list three with complete addresses):

1. Name _____ Account No. _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Phone (_____) _____ Fax (_____) _____ e-mail: _____

2. Name _____ Account No. _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Phone (_____) _____ Fax (_____) _____ e-mail: _____

3. Name _____ Account No. _____

Address _____ City _____ State _____ Zip _____

Contact Person _____ Phone (_____) _____ Fax (_____) _____ e-mail: _____

The undersigned Applicant understands and agrees that the following terms and provisions shall govern (his), (its), (their), open account with Kalmbach Publishing Co. (hereinafter individually/collectively called the Company), and makes the presentations contained herein in order to induce the Company to extend credit to the Applicant. 1) I/We certify that the above information is correct and complete, and further understand that Company shall rely on this information for the extension of credit. From time to time Company shall rely on this information to obtain Credit Reports on Applicant or any individuals listed above or to obtain credit and funding information from other persons or entities listed above. 2) The Applicant shall pay the Company in full for any invoices according to the terms extended in the rate card. In the event a credit card is provided, Applicant authorizes the Company to charge applicable amount(s) to satisfy the purchase amount. 3) Should the Applicant default in making any payment required by the terms hereof, and should the Company place Applicant's account with a collections agency or any attorney for collections, Applicant will pay all costs of collections, including reasonable attorney fees, interest, and court cost in addition to the principal amount in default. 4) Failure to comply with the terms of this agreement may result in the suspension or termination of the agreement as determined by the Company in its sole discretion. 5) This agreement shall be construed and enforced according to the laws of the State of Wisconsin and the parties submit to venue in Waukesha County, Wisconsin if suit is brought to collect any balance owed hereunder. Kalmbach Publishing Co. truly appreciates your interest in our family of books, products and magazines, and we will strive to meet or exceed your expectations.

SIGNATURE _____

TITLE _____ **DATE** _____

Please use other side if you wish to provide additional information.