

For Office Use Only:

Start Date: \_\_\_\_\_

Sales Person: \_\_\_\_\_

Platform(s): \_\_\_\_\_

Account #: \_\_\_\_\_



**APPLICATION FOR CREDIT**

Florida Communications Group  
 200 - 202 South Parker Street  
 Tampa Florida 33606

**-INFORMATION SUPPLIED WILL BE KEPT IN STRICTEST CONFIDENCE-  
 PLEASE COMPLETE ALL FIELDS FOR ACCURATE AND TIMELY PROCESSING; INCOMPLETE OR UNSIGNED APPLICATIONS MAY BE  
 RETURNED AND WILL DELAY APPROVAL OF CREDIT FOR YOUR COMPANY.**

Date \_\_\_\_\_

Trade Name \_\_\_\_\_

Corp Name \_\_\_\_\_ Nature of Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

Company Web Address \_\_\_\_\_ Dunn & Bradstreet Number \_\_\_\_\_

Business is operated as: (check all that apply)     Corporation     Partnership     Proprietorship     Direct Advertiser  
 Agency     Buying Service     House Agency     Government Agency

Date Established \_\_\_\_\_ We expect our monthly credit requirements to be \$ \_\_\_\_\_

**NAME OF PROPRIETOR, OFFICERS OR PARTNERS**

Name (#1) \_\_\_\_\_ Title \_\_\_\_\_

Home Address/City/State/Zip \_\_\_\_\_

Name (#2) \_\_\_\_\_ Title \_\_\_\_\_

Home Address/City/State/Zip \_\_\_\_\_

Name (#3) \_\_\_\_\_ Title \_\_\_\_\_

Home Address/City/State/Zip \_\_\_\_\_

**BANK REFERENCE**

Bank Name \_\_\_\_\_ Account Number \_\_\_\_\_ Phone Number \_\_\_\_\_  
\_\_\_\_\_  
Address/City/State/Zip \_\_\_\_\_

**TRADE REFERENCES (MEDIA PREFERABLY)**

Name	Phone Number	Fax Number	Acct #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**APPLICANT SIGNATURE**

Applicant hereby authorizes the above named firms and banking institutions to furnish information requested by Media General Operations, Inc. ("Media General") to process their application and agrees that the said persons shall not be liable for any claims or damages as a result of furnishing the requested information. Applicant hereby acknowledges and accepts all terms and conditions which are included within this application and acknowledges full understanding of these terms and conditions specific to each of the Publishing, Broadcast and Online platforms.

Date \_\_\_\_\_ Signature \_\_\_\_\_  
Print Name \_\_\_\_\_ Title \_\_\_\_\_

**PERSONAL GUARANTY**

I, the undersigned, do personally guarantee payment to Media General for previous, present, and future advertising duly charged to the above business or corporation, hereinafter called the customer, which shall include advertising placed by an officer, employee, or agent of the customer. I also agree to pay all cost of collection, including reasonable attorney's fees in the event of default of payment by the customer or the Guarantor. The consideration of this guarantee shall remain in effect until revoked by the Guarantor by written notification to Media General in care of the Florida Communications Group by Registered Mail, or Certified Mail Return Receipt Requested; and no provision in the guaranty shall be changed by subsequent oral agreement. Media General advises that it will rely upon this guaranty in the granting of credit.

Date \_\_\_\_\_ Signature \_\_\_\_\_  
Print Name \_\_\_\_\_ Title \_\_\_\_\_  
Home Address \_\_\_\_\_ Social Security # \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone Number \_\_\_\_\_ E-mail address \_\_\_\_\_

**GENERAL TERMS & CONDITIONS**

1. Acceptance and publication of advertising does not constitute any extension of credit.
2. Media General's extension of credit is subject to Media General's prior written approval following submittal of a complete credit application. Applicants hereby represent that the information contained in and submitted with such application is correct and complete.
3. Media General may, at its sole discretion, extend credit upon completion of an application for credit; and/or a personal guarantee by an advertiser; and/or any additional information and references deemed necessary.
4. Agency and Advertiser hereby represent that the information contained in and submitted with such application is correct and complete.
5. Advertisers who are not granted credit must pay in full 10 days prior to the airing or publishing of any advertisements.
6. Any advertising sold will be subject to Media General's then current standard Terms and Conditions, a copy of which is located at <http://TBO.com> .

**Media General Operations Use Only**

Credit Approved

Credit Denied

Credit Pending (More Information Needed) \_\_\_\_\_

Reviewed and Approved By: \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

*Additional Signature if Needed*

Reviewed and Approved By: \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_