

1 Collegian Inc.

James Building
123 S. Burrowes St.
University Park, PA 16801-3882
(814) 865-2531 FAX (814) 865-3848

Publications:

The Daily Collegian
The Weekly Collegian
Collegian Magazine
The Digital Collegian

Standard Credit Application

Instructions: Please complete the entire application. The credit review is based on the information provided. Incomplete or inadequate information may delay processing or approval.

The numbered items correspond to the Standard Credit Application developed by Advertising Media Credit Executives Association International. All 22 standard items are used. Return this application to the business manager at the address show above.

2 Application date	3 Amount of credit requested
4 Applicant's name (if applicable, the corporation or business name)	
5 Applicant's trade name, if different (the name under which the applicant does business)	
6 Address of business location (P.O. box not acceptable)	7 Billing address, if different
ZIP +4	ZIP +4
8 Telephone	Billing telephone, if different
Name of contact for sales and service	Name of contact for billing
Title	Title

9 If applicable, parent company name and address

18 Credit References: Media and Trade

Three references are required. At least one of the three must be from other media.

A. Name	Telephone	Account No.
Mailing address		ZIP
B. Name	Telephone	Account No.
Mailing address		ZIP
C. Name	Telephone	Account No.
Mailing address		ZIP

19 Bank References: C-Checking S-Savings M-Mortgage/Loan

A. Name	Telephone	Account No.	Type
Mailing address		ZIP	
B. Name	Telephone	Account No.	Type
Mailing address		ZIP	
C. Name	Telephone	Account No.	Type
Mailing address		ZIP	

20 Check here if you are requesting special status as an agency or a representative and enclose (1.) a copy of your insertion order and (2.) a list of clients you will be scheduling for our publications.

advertising agency national advertising representative

Your Additional Comments

You may include additional documents that may be helpful in evaluating this application.

21 Affirmation, Authorization and Agreement

I affirm that I am authorized to sign on behalf of the credit applicant and all information on this application is correct.

Applicant authorizes Collegian Inc. To investigate the applicant's creditworthiness, credit history and financial responsibility, including contact with past creditors.

Applicant authorizes banks and other institutions to provide information to Collegian Inc. About the credit applicant's bank accounts and loans as listed on this application.

If credit is extended, applicant agrees to all terms and conditions stated in the Collegian Inc. Rate Book in effect at the time the advertising is published. The Rate Book covers such topics as advertising acceptance and acceptability, errors and adjustments, and cancellations.

Credit terms are "Net 30" defined as: payment in full is due in our office on or before the final business day of the month following insertion. Saturdays, Sundays and holidays are not business days. A late-payment charge of 1.5 percent monthly will be imposed.

Any advertiser appearing on the Collegian "Past Due List" will be prohibited from advertising until the past-due balance is paid in full. Collegian reserves the right to withdraw or restrict credit privileges for any reason.

Applicant agrees that the Centre County Court of Common Pleas shall have exclusive jurisdiction over all claims and controversies involving advertising placed or payment due. Applicant hereby submits to the jurisdiction of said Court, and agrees to pay all reasonable collection fees and attorney's fees Collegian may incur in collection past-due amounts.

Signature of Officer or Principal

Date

Print name and title

22 For Office Use Only

Date application received _____

Date of credit action _____

Credit committee or _____
General Services review

Signed _____
Collegian Business Manager

General manager review required for agencies, approval required for national representatives