

The Birmingham News

APPLICATION FOR BUSINESS CREDIT Date: _____

(Unless Application Accepted, All Advertising Will Be Cash With Copy)

Business Name _____ Address _____

City _____ State _____ Zip Code _____

Type of Business _____ Phone Number _____

Corporation _____ Partnership _____ Individual _____ LLC _____

Federal I.D.# _____ How long in business _____

Principals:

1. Name _____ Title _____

Home Address _____ Ph. Number _____

City _____ State _____ Zip Code _____

Own _____ Rent _____ Social Security No. _____

2. Name _____ Title _____

Home Address _____ Ph. Number _____

City _____ State _____ Zip Code _____

Own _____ Rent _____ Social Security No. _____

3. Name _____ Title _____

Home Address _____ Ph. Number _____

City _____ State _____ Zip Code _____

Own _____ Rent _____ Social Security No. _____

Trade References:

Name _____ City _____ State _____ Ph.# _____

Name _____ City _____ State _____ Ph.# _____

Name _____ City _____ State _____ Ph.# _____

Name _____ City _____ State _____ Ph.# _____

Newspaper References:

Alabama Newspapers _____

Others _____

Approximate Monthly Amount of Credit Ads \$ _____

Over

APPLICATION

_____ (Applicant) has provided information to The Birmingham News Company (Publisher) to induce Publisher to extend credit to Applicant for business advertising. Applicant authorizes Publisher to investigate Applicant's creditworthiness from all available sources at any time. Applicant will not be extended credit until approved by Publisher. If approved, Publisher shall have the right to terminate said approval at any time, and in that event, Applicant may request advertising on a cash basis.

Publisher shall invoice Applicant monthly and Applicant promises to pay Publisher according to the terms stated in the invoice. Applicant shall be invoiced according to Publisher's Rate Card, or as otherwise agreed upon. Federal, state or local taxes assessed on the printing of advertising material or on the sale of advertising space shall be the responsibility of Applicant.

In the event Applicant's balance is delinquent and Publisher refers said account to an attorney for collection, Applicant shall pay all costs of collection, including attorney fees. If applicant is an individual, Applicant waives all rights of exemptions. Applicant agrees legal venue to settle all disputes is Jefferson County, Alabama. Applicant acknowledges and agrees that all advertising is subject to the terms and conditions of the Publisher's Rate Card that is in effect at the time the advertising is published.

Applicant _____

By _____ (type or print)

Signature _____ Date _____

PERSONAL GUARANTY

To induce Publisher to extend credit to Applicant, the undersigned Guarantor personally guarantees all debt incurred by Applicant to Publisher from _____ (date). Said guaranty shall be continuous and uninterrupted and can be canceled only upon the written release of the Publisher or its authorized agent. Guarantor shall not have the right to interfere with the underlying agreement between Publisher and Applicant, and the retraction of credit approval by Publisher from Applicant shall not serve as a release of Guarantor from liability for Applicant's debt or new debt created by Applicant if credit approval is reinstated.

The undersigned Guarantor guarantees payment and shall be responsible for all costs of collection, including attorney fees, if Applicant's account becomes delinquent and is referred to an attorney for collection. The undersigned Guarantor waives all rights of exemption.

A consumer report may be made in connection with this Application and Personal Guaranty. Guarantor authorizes Publisher or any of its agents to investigate the references provided or any other statements or data obtained from Guarantor or from any other person regarding Guarantor, or the Guarantor's credit or financial responsibility. Guarantor has the right, upon written request, to a complete and accurate disclosure of the nature and scope of the investigation requested.

Guarantor Signature _____

Salesperson _____ Rep. No. _____

Application is

Approved Credit Limit \$ _____

Not Approved

By _____, Credit Manager for The Birmingham News Company

Date _____