



Contract For Reduced Rate Earned by Advertising Frequency

Undersigned advertiser agrees to earn the reduced rate by running display advertising in the selected number of *Cycle News* issues during the 50-week period starting on the date indicated.

Advertisers not completing their contracted frequency are subject to short rate adjustment to their highest earned rate.

EXAMPLE: Display ads in any 12 issues out of 50 weekly issues earns 12X Rate

6-Issues **12-Issues** **25-Issues** **50-Issues**

(Best 50X Rate can also be earned with 50-issue Quik Shop contract)

Company Name _____ Phone () _____

Address _____

City _____ State _____ ZIP _____

Person Authorizing Contract _____ Title _____

Signature _____ Date _____

Advertising Agency _____ Phone () _____

Address _____

City _____ State _____ ZIP _____

Person Authorizing Contract _____ Title _____

Signature _____ Date _____