

CREDIT APPLICATION
PACE COMMUNICATIONS, INC.

1301 Carolina Street, Greensboro, NC 27401 (336) 378-6065 FAX: (336) 383-5438

Magazine: Southwest Airlines Spirit

Sales Representative: _____

To avoid any delays in processing your insertion order, please complete this application and fax or mail it promptly.

Business Legal Name: _____

In Business Since: _____

Other Trade Names: _____

Corporation _____ Partnership _____ Proprietorship _____

Mailing Address: _____

Contact Name: _____

City, State, Zip _____

Title _____

Street Address _____

Telephone # _____

City, State, Zip _____

Fax # _____

Media Credit References: Please list **media references** with whom you have done business within the last year in an equivalent or greater amount than you request from Pace Communications, Inc.

1 Business Name _____

2 Business Name _____

Publication Name _____

Publication Name _____

Contact Name _____

Contact Name _____

Telephone # _____

Telephone # _____

Fax # _____

Fax # _____

Bank Reference:

Bank Name _____

Contact Name _____

Mailing Address _____

Telephone # _____

City, State, Zip _____

Fax # _____

TERMS:Invoices are due upon receipt. Interest is assessed at 1.5% per month on invoices more than 30 days past due. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published. **No amendment to the credit terms shall be effective unless the same is in writing and signed by Vice President - Finance of Pace Communications.** If a past due balance is placed with an outside collection service or attorney, advertiser/Agency agrees to reimburse all costs of collection. When a contract for advertising or frequency rate is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. If any controversy should arise between the parties in the performance, interpretation or application of the advertising agreement, the dispute shall be determined in accordance with the laws of the state of North Carolina in Greensboro, North Carolina.

With my signature, I confirm that the information provided is complete and accurate and Pace Communications is authorized to investigate the above credit & bank references. I have read the Pace Communications, Inc., Terms and Conditions and will abide by these terms, and, in the event of a breach or default of my obligation, Pace Communications, Inc., will be entitled to recover, in addition to contracted amounts, all costs and expenses associated with the collection of the obligation including court costs, reasonable attorney's fees, and interest at the maximum rate permitted by law.

Signature of Officer, Partner or Principal

Title

Print or Type Name

Date Signed