



NORCAL ACE 2009 VENDOR PARTICIPATION PACKAGE APPLICATION

TELEVISION & RADIO PACKAGES

7 top broadcast and cable stations/networks in Sacramento/Stockton/Modesto
9 top rated radio stations in the Sacramento DMA • Exclusive spots
Opportunity to achieve over 2,000,000 Household Impressions

OWN THE MARKET \$20,000

Schedule includes:

Television

Early Morning	11x
Daytime	8x
Early News	5x
Late News	3x
Prime	7x
Weekend	1x
Product Highlights* (:05)	118x

Radio

Prime	18x
Weekend	2x

Total Spots: 173x

HIGH FREQUENCY PLAN \$12,000

Schedule includes:

Television

Early Morning	6x
Daytime	5x
Early News	2x
Late News	1x
Prime	4x
Product Highlights* (:05)	60x

Radio

Prime	11x
Weekend	1x

Total Spots: 90x

MARKET PROFILE \$6,000

Schedule includes:

Television

Early Morning	3x
Daytime	2x
Early News	1x
Late News	1x
Prime	2x
Product Highlights* (:05)	15x

Radio

Prime	7x
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Total Spots: 31x

TV/RADIO SELECTIONS

January (not available)

February (not available)

March	\$20,000	\$12,000	\$6,000
April	\$20,000	\$12,000	\$6,000
May	\$20,000	\$12,000	\$6,000
June	\$20,000	\$12,000	\$6,000
July	\$20,000	\$12,000	\$6,000
August	\$20,000	\$12,000	\$6,000
September	\$20,000	\$12,000	\$6,000
October	\$20,000	\$12,000	\$6,000

November (not available)

December (not available)

Total \$ _____

Make selection in the months to run!



* Product Highlight spots are :05 in length, include name/logo and run throughout the day.

OVER 20 YEARS ADVERTISING EXCELLENCE!

Total Dollar Commitment: _____ **Authorized by (Signature):** X _____

Date: _____

Please Print Name: _____ **Email:** _____

Title: _____ **Phone:** _____ **Fax:** _____

Vendor: _____ **Ace Vendor #:** _____

Address: _____

Billing Address (if different from above): _____

Ace SKU#: _____

Products to be Featured: _____

Accepted for NorCal Ace Retailer Group: _____

Availability is subject to the discretion of the NorCal Ace Retailer Group. When completed and signed, this form will authorize the NorCal Ace Retailer Group to include you as a participant in their advertising program



QUALITY
BROADCAST
ADVERTISING

OUTSTANDING
PRODUCTION
QUALITY

ADDITIONAL
SPECIAL EVENT
PROMOTIONS

TAKE
ADVANTAGE OF
ADVERTISING
AGENCY'S
BUYING POWER

TERMS AND CONDITIONS

1. The participating vendor who has executed this Agreement on the reverse side hereof ("Vendor") hereby accepts the following terms and conditions. The total program charge ("Fee") shall be paid to NorCal Ace Advertising Group Inc. ("NCS") according to the terms of the Agreement as set forth on the reverse side hereof. NCS, in consideration of the payment of the Fee by Vendor, agrees to provide the advertising program as specified on the reverse side hereof. ("Program")
2. This Agreement shall become effective on the date accepted by NCS. This Agreement shall remain in effect for the term of the advertising program ("Term") unless canceled by NCS pursuant to paragraph 4 hereof.
3. NCS will not be responsible for delays or lack of performance caused directly or indirectly, by strikes, accidents, or other reason of a like or similar nature beyond it's control. **IN NO EVENT WILL NCS BE LIABLE FOR LOSS OF PROFITS OR SPECIAL, INDIRECT OR CONSEQUENTIAL DAMAGES. NO ACTION RELATING TO OBLIGATIONS HEREUNDER MAY BE BROUGHT BY EITHER PARTY MORE THAN ONE YEAR AFTER THE OCCURENCE OF THE EVENT GIVING RISE TO THE CAUSE OF ACTION.**
4. This Agreement may be terminated by NCS in the event NCS elects not to implement the Program. Exercise of the right to terminate shall be in the sole and absolute discretion of NCS. In the event of termination by NCS, NCS shall remit to Vendor 100% of the Fee paid by Vendor. If Vendor fails to pay the Fee to NCS, NCS may pursue all available legal remedies against Vendor. Vendor shall reimburse NCS for all legal fees and costs, including filing fees incurred by NCS in administering the default. NCS may retain all of the balance of the liquidated damages amount determined below. The parties hereto agree that it would be difficult to impracticable to determine the actual damages suffered by NCS as a result of a default by Vendor in the payment of the Fee. Therefore, the parties agree that the sum equal to the unpaid amount of the Fee plus fifty percent (50%) of the total Fee is a reasonable estimate of the damages suffered by NCS as a result of such default by Vendor and shall constitute liquidated damages in the even of a default by Vendor.
5. NCS MAKES NO EXPRESS OR IMPLIED WARRANTIES REGARDING THE PROGRAM AND HEREBY DISCLAIMS THE SAME.
6. Balance after 90 days is subject to a \$25.00 charge. 1.5% of original balance will be added for each additional 30 day period your account is past due.

COMPLETE AND FAX OR MAIL TO:

NORCAL ACE RETAILER GROUP

8300 Fair Oaks Blvd. Suite 408
Carmichael, CA 95608

www.norcalace.com
email: norcalace@sbcglobal.net

PH: 916-944-5800 • FAX: 916-944-4738

Please fill out form completely.