



Application for Credit
MID ATLANTIC DIVISION

Business Name _____
 Incorporated (yes or no) _____
 Other Business or Trade Name (DBA) _____
 Federal ID # _____
 Business Address _____
 City _____ State _____ Zip _____
 Telephone (____) _____ Fax (____) _____
 How Long in Business _____ Type of Business _____
 Applicant is a (check one) Advertising Agency House Agency
 Buying Service Advertiser

For Internal Use Only	
Account Executive	_____
Credit Amount	_____
<input type="checkbox"/> Approved	Date _____
<input type="checkbox"/> Rejected	Date _____

Principals of Firm			
<i>(If firm is partnership or individually owned, give Social Security number of principals of firm.)</i>			
Name and Title	Address, City, State, Zip	Phone	Social Security #
1.			
2.			
3.			

Credit References (include advertisers, exclude cash/c.o.d.)			
Name and Title	Address, City, State, Zip	Phone	Last Date of Purchase
1.			
2.			
3.			

Bank Reference	
Primary Bank Name	_____
Address _____	City _____ State _____ Zip _____
Telephone _____	Checking Acct. # _____
Savings Acct. # _____	Loan Acct. # _____

TERMS AND CONDITIONS OF CREDIT SALES

In CONSIDERATION of providing advertising services, by Comcast Spotlight is now and/or in the future, the undersigned Applicant (the "Applicant") agrees and shall be governed by the following:

Applicant acknowledges that services from Comcast Spotlight may be purchased by Applicant on behalf of an advertiser if Applicant is an agency, and such services may be purchased from Comcast Spotlight on behalf of Applicant through the efforts of an advertising agency, or other service entity of which or through Comcast Spotlight provides services shall be known as "Third Parties".

Whether sums are due under contract or open account, it is understood that all invoices are due upon receipt and are considered delinquent if not paid within the authorized payment period as established by Comcast Spotlight. Should timely payments not be made as stated, Applicant agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs which may be incurred by Comcast Spotlight in pursuing and collecting payment. The liability of Applicant shall be joint and several with Third Parties.

Any dispute by Applicant with respect to any telecast, commercial announcements, any services provided by Comcast Spotlight or the amount charged for the same shall be reported to Comcast Spotlight in writing within thirty (30) days from the date of invoice relating to the same, time being of the essence (but any such dispute shall not affect Applicant's obligation to make payment within the authorized payment period).

Failure to report any such dispute within such time shall constitute a waiver of any claim by Applicant with respect to such dispute. Applicant represents that Third Parties will immediately be notified of the terms hereof. If credit is approved, Applicant represents that Third Parties will immediately be notified of the terms hereof. If credit is approved, Comcast Spotlight reserves the right to cancel credit at any time with or without notice for whatever reason.

Notwithstanding to whom bills are rendered, Applicant and Third Parties shall remain jointly and severally obligated to pay to Comcast Spotlight the amount of any bills rendered by Comcast Spotlight within the time specified and until payment in full is received by Comcast Spotlight. Payment to Third Parties, or by Third Parties to Applicant shall not constitute payment to Comcast Spotlight.

Applicant understands that should Applicant place advertising through an advertising agency (or other Third Parties) that Applicant will continue to be responsible to Comcast Spotlight for payment of such advertising. In the event Applicant is an agency requesting advertising on behalf of the client, Applicant acknowledges its joint and several liability for the payment of such advertising under the terms set forth herein above.

If Applicant is an advertiser, all agencies which place advertising buy orders with Comcast Spotlight shall be conclusively deemed to be authorized agent for Applicant. Without limiting the generality of the foregoing, the following agencies are expressly included among the group of agencies which are authorized to place advertising buy orders on behalf of and as authorized agent for the Applicant.

Applicant certifies that all statements and information included in this application (including all financial statements and attachments) are true, correct, and complete and are made for the purpose of obtaining credit and that all officers, owners or employees are authorized to purchase advertising. Comcast Spotlight is hereby authorized to verify any and all statements through any source available to them. Applicant agrees to be bound by Comcast Spotlight's standard advertising Terms and Conditions.

(SEAL) _____
Corporation or Applicant (Printed)

Comcast Spotlight Representative

(SEAL) _____
Authorized Signature

(If Agency Authorized Agent For)

Title

Witness our hands and seal on this _____ day _____ of _____

Proprietor Guaranty

By signing this application, I acknowledge that I have personally guaranteed the debts and obligations of my business and agree that I am personally obligated to perform all of the terms of, and make all payments to (your company) required by, the agreement of which this Application is part.

First Name _____ Initial _____ Last Name _____ Social Security # _____

Present Home Address _____ Home Phone # _____

City _____ State _____ Zip _____

Authorized Signature _____ Date _____

NOTICE: The federal Equal Credit Opportunity Act prohibits creditors from discriminating against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided the applicant has the capacity to enter into a binding contract), because all or part of the applicant's income derives from any public assistance program, or because the applicant has in good faith exercised any right under the Consumer Credit Protection Act. The federal agency that administers compliance with this law concerning this creditor is the Federal Trade Commission, Equal Credit Opportunity, Washington, D.C. 20580. You have the right to receive a statement of the specific reasons we will not extend credit to you. To obtain the statement, please submit your request to Comcast Spotlight Credit Coordinator at 10946 Golden West Drive Suite 160, Hunt Valley, MD. 21031 or call 410-427-6000, 60 days from the date you were notified of our decision. We will send you a written statement of such reasons within 30 days of receiving your request.