Advertising Representative

WINSTON-SALEM JOURNAL

P.O. BOX 3159
WINSTON-SALEM, NC 27102

Application for Credit

ADVERTISER NAME _____ PHONE _____

BUSINESS ADDRESS _____
(Street) (City, STate & Zip)

TYPE OF BUSINESS _____ DATE ESTABLISHED _____

OWNERSHIP (Check One): ( ) INDIVIDUAL ( ) PARTNERSHIP ( ) CORPORATION

	NAME	TITLE	SOCIAL SECURITY NUMBER
PRINCIPALS:			

LEGAL LIABILITY AND RESPONSIBILITY RESTS WITH: _____

HAVE YOU ADVERTISED WITH US PREVIOUSLY? _____ UNDER WHAT NAME? _____

TRADE REFERENCES (please include account number)

	NAME	CITY & STATE	PHONE	ACCOUNT NUMBER
1.				
2.				
3.				

MONTHLY CREDIT REQUIREMENTS ARE EXPECTED TO BE APPROXIMATELY $ _____

If credit is accorded, the undersigned advertiser hereby agrees to pay all monthly statements by the 15th of the following month. I certify that the information provided in the application is true and correct. I hereby authorize the release of credit information requested by the Winston-Salem Journal relevant to the above account.

DATE: _____ **SIGNATURE** _____ **TITLE** _____

PERSONAL GUARANTY

I, the undersigned, do personally guarantee payment to the Piedmont Publishing Company, hereinafter called the Publisher, for previous, present and future advertising duly charged to the above business or corporation, hereinafter called the Customer, which shall include advertising placed by any officer, employee or agent of the Customer. I also agree to pay all costs of collection, including reasonable attorney's fees in the event of default of payment by the Customer or the Guarantor by written notification to the Publisher by Registered Mail, or Certified Mail, Return Receipt Requested; and no provision in this guaranty shall be changed by subsequent oral agreement unless reduced to writing within the (10) days thereafter, in default of which such oral change shall be considered as waived. The application and guaranty are subject to approval by the Credit Department of the Publisher. Confirmation of approval to the Customer or Guarantor is not required.

DATED _____ **SIGNED** _____
Guarantor