

# PHILIPPINE DAILY INQUIRER

BALANCED NEWS + FEARLESS VIEWS

## ADVERTISING CONTRACT

190579  
Chino Roces Avenue (Pasong Tamo)  
Corner Yague & Mascardo Streets  
City of Makati, Philippines  
Tel. (632) 897-8808 / 897-4762 to 84  
Fax (632) 890-5535 Advertising  
PDI TIN:000-803-607-000

Date: SEPTEMBER 16, 2019

Tin No.

Contract No:

This will authorize the PHILIPPINE DAILY INQUIRER to publish the advertisement of

Advertiser: **CENTER FOR INTERNATIONAL TRADE EXPOSITIONS & MISSIONS**

Product:

Address: GOLDEN SHELL PAVILLION, ROXAS BLVD COR SEN. GIL PUYAT AVE PASAY CITY

Tel. Nos.: 8312201

Fax Nos

Based on the following specifications/instructions:

RATE: **P1,800** cmodule SURCHARGE: 12% vat SPECIAL RATE

AD SIZE : 6 COLS( 29.70 CM) X 17 MODULES (51 CM) :

COST PER INSERTION: PACKAGE COST

FC - 29.70 cms x 51 cms - 300 dpi JPEG - CMYK File

TOTAL COST: **222,082.56 PHP VAT Inc.**

AD POSITION: Main Section

AD CLASSIFICATION: DISPLAY

SUPPLEMENT:

Title:

INSERTION DATE/S:

SEPTEMBER 18, 2019

MODE OF PAYMENTS: Payment Before Publication

OTHER INSTRUCTIONS:

POSITION IS SUBJECT TO CONFIRMATION

Please sign the conforme and return via e-mail

[gvelasco@inquirer.com.ph](mailto:gvelasco@inquirer.com.ph) or fax: 890-5535

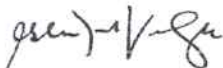
For the account of:

CITEM  
(Advertiser/Company)

Accepted by:  
PHILIPPINE DAILY INQUIRER

By:

  
PAULINA SUACO-JUAN  
Executive Director

  
GLENN MARK VELASCO  
(Name and Signature of Authorized  
Inquirer Representative)

  
MALERNA BUYAO  
Chief, Controlling Division  
Witness

### ADVERTISING POLICIES

The Philippine Daily Inquirer ("PDI") reserves the right:

- To accept/reject advertisements in accordance with PDI's publisher policies.
- To reject advertisements that are false, misleading, inaccurate, fraudulent, not in good taste, offensive, or those that fail to comply with its standards of decency and dignity or violates laws dealing with such matters as libel, intellectual property or right to privacy, among others
- To reject advertisements promoting sauna and massage parlors, bold shows and entertainment, pornography, those exploiting sex, those advertising illegal or objectionable products and services, and those that may injure the reputation of PDI
- To not be bound by any condition appearing on any advertiser's or advertising agency's contracts, orders or copy instructions which conflict with publication policies
- To have all advertisements identified by the trademark or signature of the advertiser. Materials which in the judgment of PDI look like or resemble editorial pages or advertisements in cartoon technique may be marked "Advertisement" or "Advt."
- To not be responsible for poor production caused by material with wrong specifications or any losses or damages resulting from it
- To not be liable for typographical errors, incorrect insertions or opinions in advertisements published by PDI or any losses or damages resulting from them
- To subject final lay-out and copy to editorial approval

Materials that are not in the possession of PDI on the specified deadline will be replaced by a similarly-sized PDI advertisement. The space reserved will be billed to the advertiser/s and/or the advertising agency responsible for the delayed materials. Cancellations will not be accepted after the deadline.

If an advertisement contains statements or illustrations that are not deemed acceptable, and that PDI thinks should be changed or eliminated, the advertiser and/or the advertising agency will be notified. PDI will attempt to negotiate changes with the advertiser and/or the advertising agency; however, if changes cannot be negotiated, the advertisement will be declined by PDI

The advertiser and the advertising agency jointly and severally agree to indemnify, defend and hold harmless PDI, its officers, agents, and employees, from any and all claims, suits, losses, damages, costs and expenses (including legal fees) for which PDI may become liable by reason of PDI's publication of the advertisement.

PDI will charge a late payment fee equivalent to 3% for every month of delay for unpaid balances.

**CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS**  
The advertiser and the advertising agency jointly and severally agree to indemnify, defend and hold harmless PDI, its officers, agents, and employees, from any and all claims, suits, losses, damages, costs and expenses (including legal fees) for which PDI may become liable by reason of PDI's publication of the advertisement. Only written complaints filed within 30 calendar days after publication shall be entertained

**CERTIFIED TRUE COPY**

  
ATTY. ANNA GRACE I. MARPURI  
Legal Officer