

## **LEGEND**

### **The 22 elements of the Standardized Credit Application**

- 1. Name and Address of Media**
- 2. Date**
- 3. Amount of Credit Requested**
- 4. Applicant's Name**
- 5. Applicant's Trade Style or d/b/a**
- 6. Address**
- 7. Mailing Address**
- 8. Phone Number and FAX Number**
- 9. Name and Address of Parent Company**
- 10. How company is organized + Fed. ID #**
- 11. Years in Business**
- 12. Nature/Type of Business**
- 13. Number of Employees**
- 14. Name and Address of Previous Business or Employer**
- 15. Officers' or Principal's Names, Titles, Residence and Social Security Numbers**
- 16. State and Filing Date of Corporation**
- 17. Applicant's Previous History with Media**