

## More Important Information Before Starting Your Advertising Campaign

### BILLING, COMMISSION AND TERMS

- New advertisers will be asked to prepay the amount due for the first ad. A 1.5% finance charge will be added each month to all outstanding invoices not paid within 30 days.
- Agency commission is 15% on space and position to recognized agencies. Verbal agreements or quotes in conflict with the publisher's stated policies must be in writing and signed by the publisher.
- No conditions appearing on an insertion order, purchase order or any other forms presented to the publisher will be binding if in conflict with the publisher's stated policies.
- The publisher reserves the right to reject any advertisement. The publication is not liable for any delivery failure beyond its control. Advertisers and agencies assume full liability for all the contents of advertisements printed, and the responsibility for any and all claims arising therefrom.
- The advertiser (and any agencies and/or affiliates) warrants that publication by the publisher of any advertising materials submitted by or on behalf of the advertiser will not (1) include any statements that are false, misleading or defamatory; (2) infringe upon the rights of any third party, including without limitation rights of privacy or any copyrights; (3) violate any applicable laws.
- The advertiser (and any agencies and/or affiliates) further agrees that the publisher cannot be held liable for any costs, damages, liabilities or fees arising from (1) the content and publication of advertisements (including the failure to publish an advertisement); and (2) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

### FREQUENCY DISCOUNTS

- Frequency discounts are based on the number of insertions scheduled within a 12-month period regardless of the ad size. Canceled contracts are subject to a short rate, with the rate applicable for the amount of advertising space used applied retroactively from the first ad inserted onwards. Advertisers will be rebated if, within a 12-month period from the first insertion, they have used sufficient additional insertions to warrant a lower rate.

### CANCELLATION POLICY

- Cancellation of ad space must be received in writing before the published closing date.



#### CONTACT YOUR REP

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