

THE SPORTHORSE DIRECTORY

Terms & Conditions

Publisher will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the item in the advertisement.

Publisher reserves the right to reject any copy deemed inappropriate for this publication.

Advertiser and its agency, if there is one, each represents that it is fully authorized and licensed to use the entire contents of the material submitted for publication as an advertisement in The Sporthorse Directory including (1) the names, portraits and/or photographs of persons and/or animals, (2) any copyrighted material, (3) any testimonials, and (4) has the right to and is capable of selling or providing the product or service advertised at the price advertised.

Advertiser and its agency shall be jointly responsible for all content of advertisement including text, illustrations, trademarks, and any other matter, and shall defend, indemnify and hold publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claim or suit that may arise out of the publication of such advertisements.

Advertiser agrees to pay for advertising in advance of publication unless other payment arrangements have been made and are contracted on insertion order.

Advertiser agrees to be responsible for awareness of publication deadlines and agrees to submit ad materials or finished ad(s) by the published submission deadline. Advertiser agrees to pay for contracted ad(s) even if ad does not run due to failure by Advertiser to meet submission deadline.

Past due accounts are subject to late fees of \$25 per month.

In the event of non-payment, publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher.

Payment by advertiser to its advertising agency will not constitute payment to publisher unless payment is actually received by the publisher.

No discounts allowed after due date.

Advertiser and agency are presumed to have read this contract and agreed to its terms and conditions without further notice.

A. G. Enterprises, 4826 South Hill Drive, Madison, WI 53705