



# General Conditions for Advertising

- No advertisement shall be published unless an Insertion Order form and ad copy (see mechanical requirements) are received at the NAGC office by the closing deadline specified by NAGC for the issue(s) desired.
- Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change is received in writing at the NAGC offices by the closing date for the issue(s) desired. If copy changes are not properly confirmed in writing prior to the insertion deadline, the Advertiser's most recent ad copy shall be used.
- If all necessary advertising materials are not received at the NAGC office by the closing deadline for the issue(s) desired, placement of the advertisement in that issue(s) is not guaranteed.
- No advertisement may be canceled after the Insertion Order date for the issue in which it is scheduled to appear.
- Layout and typesetting costs are not included in the Publisher's advertising price, and shall be billed separately to the Advertiser at prevailing rates.
- The Advertiser must pay the Publisher's invoices within 30 days. The Publisher reserves the right to withhold further advertisements for any Advertiser with a past due account.
- The Publisher shall not be responsible for errors caused by designers and typesetters.
- The Publisher shall not be responsible for claims made in advertisements and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
- All advertisements are subject to approval by the Publisher. Such approval shall be granted or withheld solely at the Publisher's absolute discretion.
- The Advertiser and any agency utilized by it are subject to satisfactory credit reports.
- The Advertiser specifically warrants that all photographs and endorsements are covered by valid, written consents and the Advertiser shall indemnify and hold the Publisher harmless from any liability of any kind resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
- In the event that a dispute arises between the Publisher and the Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the custom of the trade.



## Mail

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## Questions?

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