

SUBJECT TO THE FOLLOWING CONDITIONS:

ADVERTISING INSERTION ORDER

Cancellation: This Order if accepted and executed by the Publisher, is not subject to cancellation by one party without the written consent of the party of duly accepted cancellation, the Advertiser agrees to pay the full normal card rates.

Publisher’s Liability: Any error in the printed ad that was originally typeset by the Publisher from copy supplied by the advertiser or advertiser’s agent, when the original copy was correct, will be compensated by one corrected ad insertion at no charge in the subsequent issue of the magazine.

Conditions: The Publisher shall not be bound by any stipulation or conditions other than those set out in the order and evidenced by the signature of the parties.

Advertising copy: All copy is subject to approval of the Publisher who may refuse any advertisement. All instruction of the Advertiser must be in writing. The Publisher may use the copy last furnished until a new copy is given. The copyright in any advertisement created by GB&SS is owned by GB&SS, and may not be otherwise used by Advertiser or third parties without GB&SS ‘s prior written consent.

Position: The location of the advertising is left to the option of the Publisher.

Payment: Payment for the advertising is due within 30 days of invoice date. Invoices older than 30 days will incur 2% interest per month. In the event it becomes necessary the Publisher will place this Agreement in the hands of a collection agency for purposes of debt collection, the customer agree to pay additional cost incurred by the Publisher, or his assignees.

In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency.

Short rate: All frequency and volume orders not completed will short rated.

Advertiser or advertiser’s agency will bear full responsibility for withholding advertising material which may violate the law or infringe any copyright, trademark or patent and shall defend, indemnify and hold harmless the Publisher from all third party claims on account thereof.

The Publisher reserves the right to reject any advertisement, photograph or illustration which is not deemed to be in keeping with the standard of the publication.

CONTENT MARKETING

Deposit policy: 30% of the amount is required along with Content Marketing Agreement. The balance is due within 30 days of the invoice date.

All editorial content and design of page is written and designed by the Publisher’s editorial team. The price per insertion includes the cost to write all copy and design all pages.

Photography is not included in the price of content marketing. The Publisher reserves the right to reject any photograph or illustration which is not deemed to be in keeping with the standard of the publication. **Photography Instructions and Billing Policy:** Underwriters will be billed directly by the photographer. GB&SS will not serve as an intermediary in the economic transaction. All copyright interests belong to the Publisher.

Advertisements that simulate editorial content must be clearly defined and labeled “ADVERTISEMENT” and GB&SS may, in its discretion, so label such copy.

Production Deadlines: Content Marketing is due to the Publisher within 24 hours of submitting the signed agreement. Once the article is developed, the production schedule allows for the client to receive 48-hour review cycle prior to publication. If the client does not provide final approval or revisions within 48-hour timeline, the Publisher will move forward in production and printing of the article. Requests for an additional revision cycle could result in placement in the subsequent issue.

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COVER STORY OR CONTENT MARKETING REPRINTS

Terms: 50% is due with the order and C.O.D. for the balance, unless satisfactory credit arrangements are made prior to production.

Reprint customization: Customization time, if required, will be billed hourly at the industry standard rates.

Acknowledgement: I acknowledge upon the signing this agreement that I have carefully read and accept terms, conditions and policy of this agreement and further understand that any verbal agreements are not binding to this agreement. The undersigned agrees that copyright interests belong to the Publisher. The undersigned further represents and warrants that any Trademark used is duly authorized and the undersigned shall defend, indemnify and hold harmless the Publisher from all claims.

AUTHORIZED SIGNATURE.....

ADDITIONAL INSTRUCTIONS/NOTES:
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