



Copy & Contract

- a. Sports life magazine reserves the right to reject any advertisement at any time.
- b. No cancellations are accepted after closing date.
- c. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements printed.
- d. The Publisher assumes no liability for errors in key numbers. Liability for errors for which the Publisher may be found legally responsible cannot exceed the cost of the space.
- e. Advertising insertion orders are accepted subject to the condition that the Publisher shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond the Publishers control.
- f. If an ad is scheduled for a given issue and copy instructions are not received by the issue closing date, the most recently run ad will be repeated.
- H. Once an account is delinquent, publisher has the right to demand payment in full. All costs incurred for collection including reasonable attorney fees will be the responsibility of the advertiser and/or agency.
- I. Publisher reserves the right to hold the advertiser and/or agency jointly and severally liable for such monies as are due and payable to the publisher. Agencies submitting orders which disclaim dual liability must sign a personal guarantee or submit one signed by advertiser. Otherwise, prepayment will be required.

Discounts

- J. To calculate earned frequency discounts, number of issues or insertions may be used, whichever is greater. Insertions must run within a 12-month period starting with the issue in which the first insertion appears. The size of ads cannot be reduced by more than 50 percent to maintain frequency discounts.