May 1, 2018
Advertising Rates
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The Publisher reserves the right to censor, alter or refuse any advertising copy in its sole discretion or to disapprove any advertising copy in accordance with any rules the Publisher may now have, or may adopt in the future, concerning the acceptance of advertising matter, but no change in advertising copy will be made without the prior consent of the Advertiser.

If there is an error in an advertisement attributable to the Publisher, the error shall be deemed immaterial. The Publisher’s liability for an error shall be only for such portion of the entire cost of such advertisement as the space occupied by the error bears to the whole space occupied by such advertisement.

The failure of the Publisher to insert any advertisement in any issue of the Publication or the failure to publish due to strike, act of God, public emergency or breach of this Agreement, nor shall the Publisher be liable for damages therefor, in the event copy for an advertisement is submitted in accordance with the provisions of this Agreement and the same is omitted from one or more issues of the Publication or the Publication is not published; the identical advertisement of the same size will be published by the Publisher within eight days after the date of such omission or failure to publish.

The Advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed and published pursuant to this Agreement, and shall indemnify and save the Publisher harmless against any such demands, claims or liability arising from the printing or publication of said advertising copy. The Advertiser shall reimburse the Publisher in settlement of claims or in advertising copy together with all expenses incurred in connection therewith, including, but not limited to, attorney’s fees and costs of litigation.

In the event the Advertiser fails to pay said amount due under this Agreement, the Publisher shall have the right to recover from the Advertiser, in addition to the amount due, reasonable costs of collection including attorney’s fees and costs of litigation. The Advertising Agency and Advertiser are jointly and separately liable for ads published in the Publication.