



## Terms and Conditions

**General Policies:** Acceptance of all advertising is subject to Publisher's approval. In consideration of the publishers acceptance of such advertisement, the agency and/or advertiser will indemnify and hold the Publisher harmless from and against any loss of expense resulting from claims or suits for defamation, liable, plagiarism and copyright infringement. The Publisher reserves the right to reject any advertisement. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial material. Publisher reserves the right to modify (at the Advertiser's expense) any advertisement, (without the Advertiser's approval if the advertising materials are received after the posted and/or printed "Ad Material Due" date), in such cases where the advertiser will indemnify and hold the Publisher harmless from and against any loss of expense resulting from claims or suits for defamation, liable, Publisher finds the copy, artwork, or any other creative element to be (but limited to) libelous, misleading, obscene, offensive or otherwise objectionable. If new artwork is not received by the due date for pub-set or print-ready due dates, art from previous issue will be used.

This contract is authorization for Art Business News, a publication of Madavor Media, LLC to run your ad(s). To ensure your ad runs as listed, you must sign and return this contract. If this contract is not signed and returned before the closing date for this magazine, there is no guarantee that your ad will run.

**Protection Clause of Publisher:** All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements. The same standards apply to ensure advertisements do not infringe on the trademark or copyright of others. The advertisers and/or their agencies hold the publisher harmless from any and all liabilities and claims which may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

**Credit Card Policy:** Publisher requires pre-payment via credit card for any invoiced amounts under \$500, which will be charged upon upload of each issue.

Advertisers can be invoiced but must fill out the attached credit card authorization form which authorizes Art Business News to charge the card for the full amount of the ad if the invoice is not paid within 90 days. If any credit card provided is declined, Publisher reserves the right to charge Customer any incurred as a result of the fees incurred as a result of the decline (typically \$15 each time the card is declined).