



General Advertising Conditions

1. All advertising orders are accepted subject to the terms and provisions of the current rate card.
2. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
3. All advertising is subject to Got Cow Horse, llc approval. Got Cow Horse, llc reserves the right to reject advertising which he feels is not in keeping with the publications standards.
4. Got Cow Horse, llc's liability for any error will not exceed the charge for the advertisement in question.
5. Got Cow Horse, llc assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. The advertiser or its agency may not make cancellation or changes in orders after the ad space reservation deadline. Written notice of cancellation must be received on or before the ad space reservation deadline.
7. All amounts are due and payable within 30 days of receipt. A finance charge of 1.5% per month will be added to all past due amounts. After 4 months, unpaid bills will be turned over to collection agency. Advertiser is responsible for all bill collection fees.
 - a. If an advertiser is receiving a discount, and has not paid his bill within 30 days, discount is rescinded and late fee is attached to normal advertising rate.
8. Got Cow Horse, llc is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernmental entity, fire, flood, hurricane, insurrection, riot, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Got Cow Horse, llc affecting the production or delivery of the catalog in any matter.
9. Request for specific position are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
10. Got Cow Horse, llc reserves the right to hold the advertiser and/or its agency jointly and severally liable for such moneys as are due and payable to Got Cow Horse, llc.
11. Advertisers and their agencies assume liability for all contents of advertisements printed and for any claims arising there from made against Got Cow Horse, llc.