

D A L L A S S A F A R I C L U B

GameTrails

A. We Agree To Purchase:

Full Page
 Two-Thirds Page
 One-Third Page
 Half Page
 Quarter Page
 One-Sixth Page
 Column Inch

B. Full Color Black & White

C. Of the advertising in *Game Trails* ("GT") for the following issues (check all that apply):

Spring (close date Feb. 28)
 Summer (close date June 15)
 Fall (close date Aug. 15)
 Convention (close date Oct. 15)

at the rate of \$ _____ as per the rate card of GT. The undersigned advertiser represents to GT that he/she/it is authorized to cause to be published the entire contents and subject matter contained in the advertisement. In further consideration of the publisher's acceptance of any advertisement for publication, the advertiser warrants that the contents of subject matter of the advertisement contains no libelous or unlawful matter. The advertiser shall indemnify and hold harmless GT from any and all claims, damages or liability, including counsel fee and cost and expense of any legal action, for libel, slander, invasion of privacy, improper trade practices, illegal competition, and infringement of copyright or licenses, or any other wrongful conduct, resulting from the publication of the material supplied by the advertiser. The provisions of the agreement shall remain effective and inure to the benefit of their respective parties notwithstanding the expiration, cancellation or termination of this contract.

The rates and charges incurred in the publication of said advertisement are to be governed in accordance with the rate card distributed by GT. The advertiser agrees that GT shall have the right to revise the rates herein upon 30 days notice sent to the advertiser. If the advertiser does not agree to the rate revision, he/she/it may terminate the contract within 15 days after the date of the notice of the rate revision, such termination becoming effective at the expiration of the 30-day notice period. If the advertiser does not terminate the contract within 15 days after the date of the notice of rate revision, the advertiser will be bound by such revision upon expiration of the 30-day notice period. No termination will be effective unless received by the publisher in writing within the prescribed 15 days.

It is agreed that the advertiser's account is due and payable upon acceptance for publication by GT. GT will not accept additional advertising from any delinquent advertiser whose account is more than 60 days in arrears, *unless cash is presented for the next issue's advertisement.* Accounts that are 60 days past due shall authorize GT to seek collection of the entire account, including reasonable attorney's fees, court costs, and cost of collection.

It is agreed that by acceptance of advertising GT does not imply endorsement or approval of products or services by either GT or the Dallas Safari Club.

GT assumes no responsibility for insertion of incorrect key number or incorrect advertisement or omission of any advertisement, or for the reproduction quality of advertising materials that differ from those specified in GT's rate card. GT also reserves the right to reject or decline any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted.

It is agreed that the charges incurred shall be due and payable on the date of the invoice, with the advertiser being responsible and liable for any cost and expenses, including reasonable attorney's fees and court costs involved in the collection of delinquent accounts.

Any controversy or claim arising out of or related to this contract, its breach or enforcement, shall be settled by arbitration in the city of Dallas, Texas in accordance with the governing rules of the American Arbitration Association. Judgement upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction for enforcement, or any court of competent jurisdiction within the state of Texas shall compel arbitration. This contract shall be interpreted in force pursuant to the laws of the state of Texas.

Should the advertiser's account be turned over to a collection agency, all future advertising will be on a cash-only basis, and the advertiser will not be permitted to exhibit at Dallas Safari Club conventions until the GT advertising account is paid in full.

This contract contains the entire agreement of the parties, no representations were made or relied upon by either party, other than those expressly set forth herein. No agent, employee, or any other representative of either party is empowered to alter any term of this contract, unless done in writing by a responsible officer of the respective parties. This agreement may not be altered, amended, modified, and no provision waived in whole or part, unless set forth in writing and signed by a responsible officer of the respective parties.

Advertiser: _____

By: _____ Date: _____

Address: _____

Zip: _____ Phone: () _____ Fax: () _____

***Note: You must have a credit card and expire date on file in order to place your ad in the magazine. We will invoice you, and you can pay by check if you prefer, however, any outstanding balances over 30 days will result in a charge to the card on file. If the card declines, future ads will be automatically cancelled until your account is up-to-date.**

Amex Visa M/C #: _____ Expire Date: _____

Authorized by: _____ Authorized Signature: _____

Accepted: *Game Trails Magazine* by: _____ Date: _____

Advertising Copy: Enclosed _____ To Come _____ (US Mail, Email) To Be Returned _____

**Dallas Safari Club • 6390 LBJ Freeway, Suite 108 • Dallas, TX 75240-6414
Main Tel/ (972) 980-9800 • Fax (972) 980-9925 • E-Mail: info@biggame.org**