

Cutting Horse

CHATTER

Official Publication for the National Cutting Horse Association

_____, hereinafter referred to as the "ADVERTISER," contracts for advertising space with The *Cutting Horse Chatter* magazine, hereinafter referred to as the "PUBLISHER," for the following number of insertions beginning _____. Such advertising will be published and billed in accordance with the current rate card. All rates are subject to change as of January 1, for the following year.

Please indicate number of times and month you wish to advertise.

3x 6x 12x 18x

| | | | |
|----------------------|-------------------------|--------------------|-------------------------|
| January _____ | April _____ | July _____ | October _____ |
| February _____ | May _____ | August _____ | November _____ |
| March _____ | June _____ | September _____ | December _____ |
| World Finals _____ | Eastern Nationals _____ | Super Stakes _____ | Western Nationals _____ |
| Summer Cutting _____ | Futurity _____ | | |

It is agreed and understood that the deadline for submission of advertising copy to the PUBLISHER shall be the FIRST (1st) day of the month immediately preceding the month of publication. If no new written instructions are received by 5:00 p.m. Central Time on deadline date, such advertising will be carried as is until new written copy is furnished to the PUBLISHER by the ADVERTISER. It is expressly agreed and understood that it is the ADVERTISER'S responsibility to provide new written instructions by the FIRST (1st) day of each month.

In case of typographical errors or omissions by the PUBLISHER, the PUBLISHER'S sole responsibility and liability shall be to discount the cost of the advertisement, depending on the extent of the error. In case of typographical errors or omissions by the ADVERTISER or the ADVERTISER's agent, the PUBLISHER shall have no liability in such regard. Failure by the PUBLISHER to insert an ordered advertisement in any particular issue invalidates the order of insertion in the missed issue but shall not constitute a breach of contract; however, such omission shall result in extending the contract by the number of issues necessary to fulfill the total number of issues of publication contracted for by the ADVERTISER with the PUBLISHER.

In the event the ADVERTISER wishes to cancel any advertisement issue contracted for under this contract, the ADVERTISER may do so only by paying the difference between the discounted contract price per issue and the cost of such advertisement on a single issue basis. The PUBLISHER reserves the right to decline any advertisement and/or ad copy which in his/her judgement is objectionable.

This contract shall be considered a binding contract on the PUBLISHER and the ADVERTISER, when signed by the ADVERTISER or his/her authorized agent and signed by an authorized representative of The Cutting Horse Chatter. It is further expressly understood and agreed that any individual executing this contract for themselves, or on behalf of an ADVERTISER, agree that they are individually liable under the provisions of this contract as well.

Executed this the _____ day of _____, _____.

Name: _____
(printed)

Address/Phone #: _____
(street) (city, state, zip) (area code/phone number)

Signed by: _____
 Authorized Agent Individual Owner (Print Name)

FOR OFFICE USE ONLY:

Accepted by: _____
The *Cutting Horse Chatter*, 260 Bailey Avenue
Fort Worth, Texas 76107-1862
(817) 244-6188 • Fax (817) 244-2015

By: _____

Account Number: _____ Date Entered: _____ Initials: _____

Date of Contract: _____ Date of Expiration: _____ Date of Renewal Notice: _____