

LATE CHARGES AND OTHER POLICIES
for *Fishing the Northwoods* Newspaper

RETURNED (NSF) CHECKS: Advertiser agrees to pay a minimum \$35 charge for returned checks. Advertiser agrees to pay additional charges that will be assessed including but not limited to; 1) Bank charges to Botek that are a result of the NSF check, 2) Advertiser agrees to pay all seller's costs related to the collection of original amount of check, including overhead allocated to employee efforts, court costs and attorneys fees. These additional costs will be added to the sum due and owing if not paid when due.

LATE CHARGES: Advertiser agrees to pay a service charge of 2% per month (24% per annum) will be added to any invoice if not paid by the invoice due date. Advertiser agrees to pay all seller's costs related to the collection of any sum due, including overhead allocated to employee efforts, court costs and attorneys fees. These costs will be added to the sum due and owing if not paid when due.

LIABILITY FOR ANY ADVERTISING ERRORS: *Botek Corporation* shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. *Botek Corporation* liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any money paid for the advertisement. The advertiser and/or advertising agency agrees to defend and indemnify *Botek Corporation* against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy from the publication of the advertiser's advertisement.

AD RESERVATION, CANCELLATION AND REFUND POLICY: A 20% deposit on advertising is required to reserve location and due before ad design and positioning can be accepted. Another 20% deposit and final ad copy is due on 3/1/2015. If final ad copy is not received by 3/1/2015, the ad and/or reserve location may be cancelled. Prior arrangements may be made. Refunds on cancelled ads will be given, minus 25% of total cost of ad, not including discounts. There will be no refunds given on ads reserved on the back page, inside back page, and inside front page. Ad balance due 4/1/2015. Additional deadlines and fees are located on the *Fishing the Northwoods Reserve Ad Sheet*.

Carefully read all of the terms and conditions of a *Botek Corporation* purchase before signing the acceptance line. By signing below you indicate your complete and unconditional acceptance of these terms and conditions for any and all purchases from *Botek Corporation* on or after May 1, 2013. This agreement constitutes the complete agreement between you and *Botek Corporation* and that the description of products, physical and price, contained in any *Botek Corporation* invoice are complete.

Name (please print) _____ Title _____

Company _____ Date _____

Address _____ Phone _____

Signature _____ Salesperson _____

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