FHANA Magazine Advertisement Contract

This Advertising Submission Agreement ("Agreement") is entered into by and between the Friesian Horse Association of North America (FHANA) and the undersigned advertiser ("Advertiser"), effective as of the date signed below.

By submitting an advertisement for publication in FHANA media (print or digital), Advertiser agrees to abide by the following terms and conditions:

General Requirements

Membership: Advertisers must be current FHANA members to place ads in FHANA media.

Eligible Content: Advertisements must pertain to Friesian horses or relevant equine services, such as breeding, training, boarding, tack, or related events.

Submission Guidelines

Submission Format: Ads must be submitted electronically in print-ready format (PDF or high-resolution JPEG preferred). Text-only ads must be submitted as a Word document.

Image Quality: All images must be high-resolution (300 dpi or higher). FHANA is not responsible for poor reproduction of low-quality images.

Word Count & Length: Please adhere to the maximum word count and size limits specified for your chosen ad type. Over-length ads may be edited or returned.

Deadlines: All ads must be received no later than 30 days prior to the published deadline for the relevant issue. Late submissions may be held for the next issue. Editorial deadlines are as follows:

Issue:	Submission Deadline
1. **April/May**	February 1
2. **July/August**	May 1
3. **October/November**	August 1
4. **January/February**	November 1

Content Standards

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Accuracy: Advertisers are responsible for the accuracy of all information provided, including horse registrations, contact details, and pricing.
Truthfulness: All advertisements must be honest and not misleading. Advertisers are responsible for the truthful representation of their horses and claims regarding scores and standings. FHANA reserves the right to request proof of claims or reject unverifiable statements.

Professionalism: Ads must reflect a professional tone. FHANA reserves the right to reject any advertisement deemed inappropriate, offensive, or inconsistent with the Association's values.

Design & Layout
Design Responsibility: If design services are not requested, the advertiser is responsible for the final layout. FHANA staff will not alter ads except to fit formatting specifications.

Editorial Review: FHANA reserves the right to edit or refuse any ad for clarity, space, or policy compliance, but will not alter advertisements without the Advertiser's written consent.

Advertising Rates & Discounts

Category	1 x Annually	2-3 x Annually	4+ Annually
Inside Front Cover	$600	$550	$520
Inside Back Cover	$575	$535	$500
Back Cover	$800	$740	$700
Full Page	$500	$460	$430
Half Page	$260	$250	$240
Quarter Page	$150	$140	$135
Center Section	$1,000	$900	$800
Cover	$1,200	$1,200	$1,200

Payment
Payments in full must be received and processed before the submission deadline.
Rates & Fees: Advertising rates are published on the FHANA website and within the Friesian magazine and are subject to change.

Refunds: No refunds will be issued for ads withdrawn after the submission deadline.

Legal & Copyright

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Copyright Compliance: Advertisers must have rights to all images, logos, and text used. FHANA is not liable for copyright infringement by advertisers.

Use of Submitted Materials: Any and all photographs submitted for advertisement become the property of FHANA for advertising purposes only and may be used in FHANA publications, social media, or promotional materials related to the original ad.

Liability: FHANA assumes no responsibility for the content or claims made in advertisements and does not endorse any advertiser.

Final Billing Summary

Advertisement Category/s: _____

Chosen Issue/s: _____

Total for all Advertisements: _____

Discount for repeat customers:_____

Total due prior to publishing: _____

**Discounts for repeat customers are based on the number of ads purchased during the previous year. A 2.5% discount will be applied for each ad purchased in the previous calendar year. Or 10% for business members.*

Acknowledgment & Agreement

By signing below, the Advertiser acknowledges that they have read, understood, and agree to the terms outlined in this Agreement.

Advertiser Name:

_____

Signature:

_____

Date: _____

Address:

_____

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City: _____ State: _____ Zip Code: _____

Telephone Number: _____Email Address:_____