



2021 HORSEMEN'S CORRAL CLUB AGREEMENT

This agreement is entered into between _____ (“Club”) and the Horsemen’s Corral, LLC (“CORRAL”) magazine. In consideration of the mutual covenants and promises contained herein and for other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Club hereby guarantees to offer subscriptions to the *CORRAL* to members for contracts beginning with the April, 2021 issue and ending with the March, 2022 issue (Contract Term). Club agrees to pay the *CORRAL* for all subscriptions and advertising immediately upon receipt of the invoice. All invoices will be sent electronically to designated club representative. Additionally, Club agrees to:

- PROVIDE MAILING ADDRESSES FOR ALL SUBSCRIPTIONS & UPDATE LIST BY THE 10TH OF EACH MONTH.
- PROVIDE MONTHLY NEWS AND CALENDAR UPDATES BY THE 10TH OF EACH MONTH.
- PROVIDE PHOTOS IN .JPEG FORMAT, HIGH RESOLUTION (MINIMUM 4x6 photo, 300 dpi) AND ADVERTISING INSERTIONS AS A CAMERA READY .PDF FILE.
- INCLUDE LINK TO THE CORRAL ON CLUB WEBSITE.

CORRAL hereby agrees to hold the rate of **\$11.00** per subscription per year for the minimum number of subscriptions and duration of the Contract Term. Please Note: Club members added after April 1st, 2021 will not be prorated and will expire in March, 2022 with the Club Agreement. The *CORRAL* reserves the right to revise subscription and advertising rates as they exist outside this contract at any time. Additionally, the *CORRAL* agrees to:

- PROVIDE SPACE FOR CLUB NEWS AND UP TO THREE (3) STANDARD SINGLE COLUMN PICTURES OF GOOD QUALITY EACH MONTH AS FOLLOWS:

PAID SUBSCRIPTIONS	NEWS SPACE	ESTIMATED WORD COUNTS				
		NO PICS	1 PIC	2 PICS	3 PICS	4 PICS
10 - 100	1/2 PAGE	600	500	400	300	
101 - 500	FULL PAGE	1200	1100	1000	900	
501 - 1000	1 1/2 PAGES	1800	1700	1600	1500	1400
1000 +	NEGOTIATED					

- INCLUDE CLUB EVENTS IN THE *CORRAL CALENDAR SECTION* OF MAGAZINE, ON WEBSITE AND CORRAL SOCIAL MEDIA SITES.
- HOLD SUBSCRIPTION LISTS IN CONFIDENCE FOR CORRAL USE ONLY.
- PROVIDE LINK TO CLUB ON CORRAL WEBSITE.
- OFFER CLUB ADVERTISING AT 50% OF THE PUBLISHED RATES FOR ANY SIZE ADVERTISEMENT.
- INCORPORATE OFFICER BLOCK IN CLUB NEWS TO INCLUDE 4 OFFICERS, 1 PHONE NUMBER AND WEBSITE.
- PROVIDE PROOF OF UNDELIVERABLE ADDRESS SHOULD THEY BE RETURNED BY USPS.

It is understood and agreed that the terms and conditions below hereof are a part of this contract. It is further understood and agreed that this contract expresses its full consideration and that no verbal commitments will be recognized.

Club Name: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Signed (Signature & Title) _____ Date _____

Offered By (Signature & Title) **Joe Coalter, General Manager** Date _____

Additional Terms and Conditions

1. Non Transferable - This contract covers only print and advertising relating to the regular operation of the said Club, and the privileges herein cannot be transferred, in whole or part, to another Club or advertiser.
2. News and Advertising Copy - Deadline schedules for complete copy will be enforced. When complete copy is not furnished by the 10th of the month preceding publication, the *CORRAL* reserves the right to publish only Club name in “official publication for the following clubs” section and not incorporate the Officer Block as referenced above.
3. Omissions, errors and positions shall not invalidate this contract or cancel the payment for said subscriptions or advertisement, and in no way shall the *CORRAL* be held liable in any manner except to reprint or cancel the charge for that portion of any advertising actually affected by the error or omission. The publisher reserves the right to limit the space used in any issue, in the event of conditions existing beyond his control.
4. Cancellation or termination - In cases wherein this contract is terminated before the date of expiration because of non-payment, this contract shall be void at the time of such failure and the cost of the space published from the effective starting or renewal date will be billed to the Club at the contract rate. Should the Club cancel this agreement for any reason or should *CORRAL* cease publication for any reason during the Contract Term, it is further agreed there will be no refund due for any unused portion of subscriptions paid.
5. Delinquent accounts - A one and one-half percent (1.5%) interest, service and carrying charge will be added on, compounded, to each account which falls delinquent. A delinquent account is defined as an account which remains unpaid through the end of the month in which billing was rendered.
6. This contract, all Club news, photos and advertising copy subsequently used under its provisions are subject to the approval of the *CORRAL*.

**Please keep a copy and return to: Horsemen’s Corral • P.O. Box 32 • Lodi, Ohio 44254
Telephone (330) 635-4145 or (419) 742-3200 Email: joe@thehorsemenincorral.com**