

TERMS AND CONDITIONS

ADVERTISING BY MINORS

Advertising copy will not be accepted from minors until a statement of responsibility form is executed by the minor's parent or guardian and references furnished.

REFERENCE POLICY

All new display advertisers must have a completed advertising application along with two trade references and bank references (checking and savings) on file. References will be checked out and cleared prior to granting advertising privileges.

CREDIT POLICY

Advertisers may establish credit by furnishing Coin World with suitable commercial and bank references, with complete addresses. We will investigate. Advertisers who have not previously established credit with Coin World may be asked to submit cash with order. Current published rates are used in every instance. All advertising accounts are payable on receipt of billing and accounts are considered past due on the 21st of the month following publication. (See 1½% Monthly Service Charge.) Advertising contracts will automatically be suspended when unpaid balances are 60 days old. All past due accounts are subject to credit review regarding acceptability of further advertising. Advertisers shall be liable for all costs of collection, including attorney's fees and court costs, on unpaid accounts.

COLLECTION COSTS

In the event that Coin World finds it necessary to undertake collection efforts or bring suit to collect amounts due and owing to it pursuant to this rate card, it is further agreed that Coin World may recover reasonable attorney fees and such expenses as shall be expended or incurred in the collection of any amount due or in any consultation or action in connection with any of the above.

1½% MONTHLY SERVICE CHARGE

A Monthly Service Charge of one and one-half per cent (1½%) will be made on all accounts having unpaid balances within 30 days after service rendered. Your cooperation in making prompt payments will be appreciated.

MAIL BID SALES

The term "auction" is licensed in many states so all sales without a licensed auctioneer must be termed Mail Bid Sales and content must be solely of the Mail Bid Sale - not contained as part of another advertisement.

CONTRACT & COPY REGULATIONS

- The publishers grant no special rates, discounts or privileges to anyone. Each advertiser is governed by the prices on our current rate card plus any allowable discounts and is treated on an equal basis with all other advertisers.
- Each advertisement will stand on its own size to determine rate charged. Each firm must have its own advertising contract.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Extra production costs for photography will be charged in addition to space rates.
- No conditions, printed or otherwise, appearing on the order for advertising space, billing instructions or copy instructions which conflict with our stated policies will be binding on us. Recognition is granted to all bona fide advertising agencies, but no agency commissions are allowed.
- Only one tear sheet of the paper is furnished each display advertiser as proof of insertion upon request.
- The publishers assume no liability if for any reason it becomes necessary to omit an advertisement. Publishers shall not be liable for failure for any reason to print, publish or distribute all or any portion of an issue in which an advertisement accepted by the publishers is to appear.
- All advertising is submitted to publisher's approval. The publishers reserve the right to reject or decline advertising, or suspend advertising privileges for

such periods of time, as in their discretion they see fit, for any reason whatsoever, irrespective of the validity of the reasons for rejection or declination of advertising or suspension of advertising privileges. Advertiser acknowledges that he is familiar with the present announced policies of advertising by publishers as have appeared in various past issues of Coin World, and understands that said policies may be changed or amplified in the future to meet changing conditions, and that all advertising copy submitted must conform to said policies in the sole determination of the publishers. Publishers, in addition to rejecting or declining advertising copy which, in their discretion, does not conform to advertising policies, whether announced, or placed in effect by publishers, reserve the right to edit advertising copy to conform with said policies.

- Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and shall indemnify, defend and hold harmless the publisher(s), its employees, agents and officers against and from any and all claims of any type or nature (including cost of defense) arising out of the content and publication of such advertisement, (even though such advertisement may be edited by the publisher) including but not limited to losses or expenses resulting from claims or suits for libel, violation of rights of privacy, plagiarism, trademark or tradename or copyright infringement, whether caused by the negligence of the publisher, its employees, agents and/or officers or otherwise. It is the responsibility of the advertiser and the advertising agency to obtain appropriate releases on any item or individual pictured in an advertisement.
- The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold. Copy deadlines are shown in each issue.
- All contract advertising calls for consecutive weekly insertions. Should advertiser fail to fulfill his contract, publisher may, at his option, bill advertiser for any deficiency based upon the rate earned upon cancellation by advertiser. Or, in the absence of written cancellation notice, publisher may insert the last advertising appearing and bill said advertisement to advertiser toward fulfillment of contract.
- Copy running longer than the space ordered will be cut from the end of the listings, or wording, and returned at the discretion of the publishers unless permission to increase space has been given the publishers by the advertiser.
- The publishers' responsibility for their errors is limited to the corrected publication of that portion of any advertisement which is incorrectly inserted.
- The advertiser will furnish the publishers with legible copy or publishers will not be responsible for any errors which might otherwise occur. Ad copy received by telephone is accepted at advertiser's risk although every effort possible, such as reading back, will be made for accuracy. All copy received by fax, email or disk is likewise accepted at sender's risk although every reasonable care will be taken to assure accuracy. Photography services are available at a minimal fee, with the original negative becoming the property of the publisher.
- Acceptance of advertising for any item or service is subject to investigation and verification of the product or service, and of the claims made for it in the advertisement submitted for publication. The publishers reserve the right to require a current financial statement from any advertiser at any time.
- All agreements are subject to strikes, accidents, fires, acts of God, or other contingencies beyond the publishers' control.
- Advertisements offering prizes or contests such as grab bags of any nature, are acceptable providing prior written approval has been obtained from the Post Office Department, Washington, D.C.
- The publishers reserve the privilege of revising the rates on this contract upon 30 days written notice but give the advertiser the right to cancel without penalty if the revision is not acceptable.
- Any ad simulating news style must be labeled "Advertisement" at the top and conform to other such requirements as the Publisher may require.