

# HomesteadBlogger

## Website Advertising

With our web advertising program, your web banner ad rotates through all HomesteadBlogger pages. An additional 8-word text ad appearing in the upper jump bar rotates through all pages of the site. Your banner and a text ad of up to 25 words will also appear on a page of the site featuring our advertisers. Finally, your banner ad will also appear in one issue of our e-Newsletter (see below). Each of your ads will link to your website.

**BANNER — 468 x 60 pixels**  
\$1,200 per year

*Banner creation by our design department: \$35 per pane*

## e-Newsletter Advertising

HomesteadBlogger.com's free monthly e-Newsletter provides engaging and educational articles on all sorts of homesteading topics, from home arts and organization, cleaning, food preparation, and health food to handcrafts, sewing, small animal husbandry, farming, gardening, and organic and alternative methods. Advertising in the e-Newsletter remains in place in our online archives indefinitely. Subscribers as of June 2006: 2,024. Contact your sales representative for the most up-to-date subscription numbers.

### Banner Ad

**BANNER — 468 x 60 pixels**  
\$250 per issue

*Banner creation by our design department: \$35 per pane*

### Text Ad

Text only, up to 50 words, \$99 per issue

## Advertising Policies

### Payment

**Prepayment is required.** No advertisement will be placed on the website or in a newsletter until HomesteadBlogger.com receives payment in full. HomesteadBlogger.com reserves the right, but has no obligation, to make alternative arrangements for advertising payments. HomesteadBlogger.com will assess a finance charge of 1.5% on all invoices unpaid thirty (30) days after issuance. Advertising rates are subject to change without notice.

### Copyrights

All artwork, text and other components must be the legal property of the submitting advertiser. Copyrighted material or material belonging to a third party may be used only with the written permission of the owner or copyright holder, a copy of which must be furnished to HomesteadBlogger.com along with the artwork or advertisement. HomesteadBlogger.com will not attempt to obtain permission for use of protected works and bears no liability for copyright infringement or other illegal conduct by advertisers or contributors.

## Advertising Submission

Ads must be submitted in digital format (either JPG or GIF) with a maximum file size of 15K. Flash banners not supported. Email banners, URLs, and text to **Banners@HomesteadBlogger.com**.

## Legal Terms And Conditions

HomesteadBlogger.com ("HSB") is under no obligation to accept any advertisement or advertiser and retains the sole, discretionary right to reject any advertisement or advertiser with or without cause and regardless of any pre-existing contract for advertising space. HSB reserves the right to revise, edit and rewrite, or to request that the advertiser revise, edit and rewrite part or all of any advertisement to comply with HSB editorial, stylistic or artistic preferences, space needs and other reasonable requirements. HSB will provide reasonably detailed instructions and guidelines for any requested revision, editing or rewriting of advertisements submitted for publication. Advertisers may refuse to make or permit requested changes, but they agree that withdrawal of the advertisement and refunding of base advertising charges actually received by HSB relating to the subject advertisement, less additional charges for internal processing and conversion or modification to fit HSB guidelines, represents the sole remedy for HSB's refusal to print the advertisement in its original form and format.

HSB makes no warranties or representations as to the content, accuracy, safety or value of advertisements or advertising content (collectively, "Advertising Content") published or distributed through HSB publications and assumes no liability or responsibility for errors or omissions in Advertising Content. HSB accepts no responsibility for the actions of or Advertising Content provided by advertisers or third parties. Advertising Content does not necessarily reflect the views, opinions or recommendations of HSB and is not an endorsement of the products or services offered. HSB accepts no responsibility, obligation or liability for contacts, communications, contracts, promotions or relationships between advertisers and any third party.

Submission of Advertising Content for potential publication constitutes an express representation and warranty by the advertiser that (a) the Advertising Content is the legal property of the advertiser, will not include any dishonest, plagiarized or inaccurate statements, is not in the public domain, does not and will not infringe, violate or conflict with the intellectual property rights of any third party (including without limitation rights of copyright, trademark, trade secret and rights to proprietary works), is not in any way defamatory, obscene or an incitement to an illegal act, does not contain harmful or injurious content, does not illegally infringe upon the privacy or legal rights of any person or entity and does not violate the law of any state or the United States, (b) the advertiser has the capacity and authority to make the representations contained in the advertising terms and conditions and compliance with the terms and conditions will not, now or in the future, violate the terms of any other contract or agreement to which or by which advertiser is bound or legally obligated and (c) the advertiser will indemnify HSB against any and all claims, losses, liabilities, damages, demands, suits, causes of action, judgments, costs and expenses, including without limitation court costs and attorneys' fees (collectively "Costs") resulting from or arising out of the advertiser's breach of the agreements, representations and warranties contained in the Legal Terms of Use or any subsequent contract between the advertiser and HSB.

Submission of Advertising Content for potential publication constitutes the advertiser's waiver, release of liability and agreement to indemnify HSB from any and all liability relating to (a) contacts, communications, contracts and other relationships between the advertiser and any third party not owned by Company, including without limitation liability for or arising out of goods, services, terms, conditions, warranties and representations made by or connected with the advertiser, Advertising Content and the actions of third parties or (b) failure to publish the advertisement due to the advertiser's refusal to make requested modifications or circumstances beyond HSB's control, including without limitation website inoperability, delivery failures, printer errors and Acts of God.