



# Advertiser Contract

## Advertising Requirements

### I. General

1. Payment for the order is due 30 days after invoicing or payment may be enclosed with this order form. If payment is not received by artwork deadline, the ad will not run. OLCA assumes no liability if for any reason it becomes necessary to omit an advertisement.
2. Please submit advertisements as high-resolution, grayscale PDFs with no bleeds. Email to [info@oregonlandscape.org](mailto:info@oregonlandscape.org). Other acceptable file types: JPEG, EPS and TIF.
3. All advertising and links is subject to OLCA's approval. OLCA reserves the right to reject advertising or links which are not in keeping with OLCA's standards and objectives.
4. Advertisers are encouraged to describe products and services in an accurate and complete manner. OLCA reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information.
5. The publication of any advertisement by OLCA is neither an endorsement of the advertiser nor of the products or services advertised. OLCA is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an OLCA publication.
6. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and links posted, and also assume responsibility for any claims arising therefrom made against OLCA.
7. OLCA cannot guarantee requests for a specified position unless a position premium has been provided for in the contract. Various positions where ads are placed can have higher fees, i.e., back page, inside front page and center page.
8. OLCA's liability for any error will not exceed the charge for the advertisement in question.

### II. Orders

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. A contract period of one year starts from the date of acceptance, and all benefits must be utilized in the contract period. Orders are accepted for not more than one year in advance, without prior consent.
3. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.



**Return Completed Contract and Payment to:**  
OLCA Advertising • 147 SE 102nd Ave. • Portland, OR 97216 • Fax: 503.253.9172  
Questions: Contact OLCA - 800.505.8105 or [info@oregonlandscape.org](mailto:info@oregonlandscape.org)