

WESTERN BLOODSTOCK SALE CATALOG

Advertising Contract

_____ (Account Name) hereinafter referred to as "ADVERTISER", contracts for advertising space with Western Bloodstock, hereinafter referred to as the "PUBLISHER", for the following number of insertions in sale catalogs printed by the Western Bloodstock selected vendor hereinafter referred to as "PRINTER". Such advertising to be published and billed at an annual rate of \$2,000.00.

- 2012 NCHA Super Stakes Sales – 1 Catalog – Tentative Deadline: March 1, 2012
- 2012 NCHA Summer Spectacular Sales – 1 Catalog – Tentative Deadline: June 15, 2012
- 2012 Western Bloodstock HeadQuarters Sale – 1 Catalog – Tentative Deadline: October 10, 2012
- 2012 NCHA Futurity Sales – 2 Catalogs – Tentative Deadline: October 15, 2012

It is agreed and understood that the deadline for submission of advertising copy to the PRINTER shall be strictly adhered to. If no new written instructions are received by 5:00 o'clock p.m. CST on deadline date, such advertising will be continued as is. It is expressly agreed and understood that it is the ADVERTISER'S responsibility to provide new written copy prior to the published deadlines.

In case of typographical errors or omissions by the PRINTER, the PRINTER'S sole responsibility and liability shall be to discount the cost of the advertisement. In case of typographical errors or omissions by ADVERTISER, the PUBLISHER shall have no liability. Failure by the PRINTER to insert an ordered advertisement in any particular catalog invalidates the order of insertion in the missed catalog but shall not constitute a breach of contract; however, such omission shall result in extending the contract by the number of catalogs necessary to fulfill the total number of insertions contracted for by ADVERTISER with PUBLISHER.

PUBLISHER reserves the right to decline any advertisement and/or ad copy which in his judgment is objectionable or harmful to the immediate business at hand.

This contract shall be considered a binding contract by PUBLISHER and ADVERTISER, when signed by the ADVERTISER or his/her authorized agent and signed by an authorized representative of Western Bloodstock. It is further expressly understood and agreed that any individual executing this contract for themselves, or on behalf of an ADVERTISER, agrees that he/she is individually liable under the provisions of this contract as well.

ANNUAL PAYMENT OF \$2,000.00 (FOR ALL SALES) IS SUBMITTED WITH THIS CONTRACT.

Executed this the _____ day of _____, 2012.

Name: _____ (printed)

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Signed by: _____ Printed Name: _____

Individual Authorized Agent

For Office Use Only:

Accepted by:

Account Number: _____ Date Entered: _____

Date of Contract: _____ Date of Expiration: _____

Return contract & annual payment to:

WESTERN BLOODSTOCK

PO Box 1389

Weatherford, Texas 76086

Phone (817) 594-9210 • Fax (817) 596-0430

Physical Address: 925 Santa Fe Drive, Ste 103 • Weatherford, Texas 76086