

Advertising Policies

NATE Approval

As *Tower Times* is the official publication of the National Association of Tower Erectors, it was determined by the NATE Board of Directors that advertising should be of service to -- not in competition with -- NATE's Primary Membership (those companies performing tower erection, service and maintenance).

General

- *Tower Times* does not accept employment ads of any kind.
- Ads placed in *Tower Times* must advertise a product, service or item of interest to NATE's Primary Membership.
- Some of the services which may not be advertised in *Tower Times* include, but are not limited to tower erection, tower service, tower maintenance, site development and design, civil work, marketing, antenna co-location, zoning and permitting, rooftop management and leasing.

Ads Depicting Climbers on Towers

- Advertisers should be advised that ads depicting climbers on towers must feature climbers who are properly tied off.
- Ads featuring climbers deemed by NATE to be exhibiting questionable 100% tie-off procedures will not be allowed in *Tower Times*.

All advertising is subject to NATE approval. NATE reserves the right to reject advertising which is not in keeping with the Association's standards and reserves the right to mark "advertisement" on copy that readers may confuse with editorial content.

If you have a question regarding whether or not your ad will be approved for publishing, please contact the NATE office for prior approval.

Liability

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed.

No rebates will be made for errors or omissions in the Advertiser's Index. *Tower Times*' sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid or, to publish tendered advertising in the next available issue.

Neither NATE nor *Tower Times* is liable for delays in delivery and/or non-delivery in the event of an Act of God, action of any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of NATE or *Tower Times* affecting production or delivery in any manner.

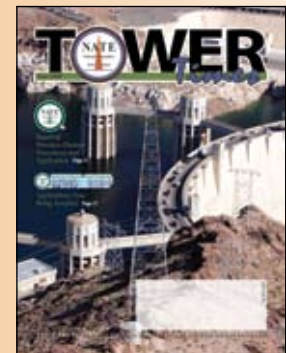
Insertion Order

All ads must be accompanied by an insertion order (see page 8). Verbal agreements are not recognized.

Ad Placement

The three cover ad positions are secured each year on a contractual basis. All other ads are placed randomly throughout *Tower Times*. Great effort is made to include interesting and pertinent articles and information from cover to cover in the magazine. Because no location is considered inferior, all ads will have excellent exposure throughout the magazine; therefore advertisement positions are rotated each month.

NATE is proud to boast that *Tower Times* has an excellent shelf life, as back issues are referred to time and time again, which in turn extends your advertising dollar.



Payment Terms

All invoices are payable upon receipt. The ad agency placing the insertion order is held responsible for payment; however, *Tower Times* shall have the right to hold the ad agency and the advertiser jointly responsible and liable for the monies due and payable to NATE, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. *Tower Times* will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.