

# CNIGA/WIGC Buyers Guide Ad Agreement

**Circle One:** Full Page Color Ad at \$1,500 OR Full Page Black and White Ad at \$1,200

1. This agreement is between the Western Indian Gaming Conference (WIGC), its producer the California Nations Indian Gaming Association (CNIGA) and \_\_\_\_\_ (hereafter, Advertiser).
2. The signature of Advertiser or its authorized agent in the space provided below shall signify Advertiser's consent to this Agreement and its terms and conditions of sale.
3. Advertising rates are based on camera-ready artwork.
4. Advertising rates are NOT commissionable. There are no discounts for multiple advertisements.
5. WIGC/CNIGA reserves the right to reject any advertisement. In the event any advertisement is rejected, WIGC's sole liability will be to refund any payment made for such rejected advertisement.
6. WIGC/CNIGA does not agree to be bound by any additional conditions stated on insertion orders, letters, et cetera, which conflict with this agreement of WIGC/CNIGA policies.
7. Advertiser and/or its agency takes full responsibility for the contents of its advertisement. WIGC/CNIGA is not responsible for any expenses, costs, disbursements or judgements incurred for libel, privacy violations, copyright infringement or any other claims or suits based upon the advertisement content.
8. In the event of default of payment by advertiser's agent, demand for payment will be made to Advertiser.
9. Production charges incurred by Advertiser are by separate agreement between Advertiser and whomever Advertiser chooses to perform production services. WIGC/CNIGA is NOT a party to any such agreement and takes no responsibility for payment or collection of production changes.
10. Payments shall be at the rates specified. Payment for advertising fees is due upon submission of Advertising Agreement. Payment may be made by credit card (American Express, VISA, or Master Card) or by check. Checks should be made payable to CNIGA and mailed to 1415 L Street Suite 1080, Sacramento, CA 95814.
11. Positioning shall be at the discretion of the WIGC/CNIGA.
12. The WIGC/CNIGA does not accept responsibility for poor reproduction of ads when mechanicals do not meet requirements.
13. Terms: Due and payable upon receipt of signed Advertising Agreement.
14. Specs: See Advertising Specifications forms for ad/art deadlines and specifications.

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Amount due: \_\_\_\_\_

Method of Payment:  American Express  VISA  Master Card  Check

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Checks payable to: CNIGA  
1415 L Street Suite 1080 Sacramento, CA 95814  
Phone: 916-448-8706 Fax: 916-448-8758 or [Vicki@cniga.com](mailto:Vicki@cniga.com)