



**Humane
World for
Animals™**

HUMANEPRO SPONSORED CONTENT AGREEMENT

Date:
Advertising Representative: Liz Stevens LStevens@humaneworld.org
Advertiser:
Street address:
City, state, zip:
Contact name:
Email:
Issue:
Deadline for text:
Submit text to: LStevens@humaneworld.org
Proposed topic and summary:

Guidelines

HumanePro sponsored content gives companies the opportunity to share informative subject matter with shelter and rescue staff and volunteers and veterinary professionals. The following guidelines apply to sponsored content:

- Content should include educational, practical, useful information that provides value to the reader independent of the advertiser. The topic, overall message and tone should be agreed upon between the advertiser and *HumanePro* staff in advance and not be promotional in nature.
- *HumanePro* will prominently identify sponsored content in a manner that unambiguously alerts readers that such content is paid for and influenced by the sponsor.
- Sponsors must ensure that sponsored content is substantiated and complies with all applicable laws and regulations.
- *HumanePro* will at any time reject or remove any sponsored content that contains false, deceptive, potentially misleading (whether by misrepresentation or omission) or unlawful content.
- *HumanePro* may also reject or remove content that is inconsistent with *HumanePro* standards and policies or has the potential to harm the *HumanePro* and Humane World for Animals reputation or brand, as *HumanePro* by *HumanePro* in its sole discretion.
- Sponsor will provide text only. *HumanePro* will supply art and images to match *HumanePro* brand standards.
- *HumanePro* reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its readers.

Specifications

Word count: 500 words maximum

Rate: \$1,800 per article

Duration: 1 month

Terms and Conditions

1. **HumanePro** reserves the right to decline or cancel any content for any reason at any time. Publisher shall not invoice, and sponsor shall not have to pay for any content declined, canceled or otherwise not published by Humane World for Animals (Publisher).
2. All material presented must not be inconsistent with the mission, standards and policies of the Publisher.
3. The Publisher has the right to insert the sponsored content anywhere on the HumanePro site at its discretion, and any condition on contracts, orders or copy instructions regarding the placement of advertising within the site will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the Advertiser and/or its agency of the obligation to pay for the advertising.
4. Invoices are net and payable upon receipt. Accounts delinquent 30 days will be charged interest at the rate of 1.5% per month. Accounts delinquent 60 days are subject to cancellation and will be billed at the appropriate earned rate plus interest as stated above and all cost of collection including attorney's fees.
5. The Publisher assumes no liability for its failure—for any cause—to include sponsored content.
6. The Publisher will only be responsible for re-run of incorrect sponsored content if notified in writing prior to next deadline
7. The Publisher will not be bound by the conditions appearing on any contracts, orders or copy instructions that conflict with the Publisher's terms and conditions.
8. Artwork, layout and photography remain the property of the Publisher.
9. All advertising rates are subject to change.
10. Should the Advertiser's business be sold or transferred, the signer agrees to obtain transfer of the balance of the contract to the new owner, notify the Publisher of the transfer and pay applicable earned rate adjustment.

Advertiser Signature: _____

Date: _____