



619 Market St. Ste. 350
Shreveport, LA 71101
O: 318.464.0136

Advertising Terms and Conditions

This agreement outlines the terms and conditions for advertising services provided by **318 Latino** ("we," "us," or "our"). By purchasing advertising services, you ("Client") agree to the following terms:

1. Payment Policy

- 1.1 Pre-Payment Requirement:** Unless otherwise agreed upon, 318 Latino operates as a **pre-paid service**. Payment is due in full prior to the start of any advertising campaign.
- 1.2 Extended Credit Terms:** On a case-by-case basis, 318 Latino may extend credit to clients. Approval for credit must be agreed upon in writing before services begin.
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2. Payment Deadlines and Late Fees

- 2.1 Standard Payment Terms:** Invoices for approved credit accounts are due within **30 days** from the invoice date.
- 2.2 Late Payments:** Payments not received within **60 days** of the due date will be considered delinquent and subject to collections.
- 2.3 Interest Charges:** A finance charge of **1.5% per month (18% annual)** or the maximum amount allowed by law, whichever is lower, will apply to unpaid balances.
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3. Collection Policy

- 3.1 Delinquent Accounts:** Any account with a balance past due by **60 days** may be forwarded to a collections agency.

3.2 **Client Liability:** The client agrees to pay all costs incurred by 318 Latino in the collection process, including, but not limited to, collection agency fees, attorney fees, and court costs.

4. Recurring Payments

4.1 **Authorization:** By signing this agreement, the client authorizes 318 Latino to process recurring charges to the credit card provided, as per the payment schedule agreed upon in writing.

4.2 **Failed Transactions:** If a recurring payment is declined, a **Non-Sufficient Funds (NSF) Fee of \$25** will be applied.

5. Disputes

5.1 **Notification of Disputes:** All disputes regarding charges must be submitted in writing within **15 days** of the invoice date. If no notification is received, charges are considered accurate and final.

5.2 **Chargebacks:** Unauthorized or invalid credit card chargebacks will incur a **\$25 administrative fee** and may result in the suspension of services.

6. Cancellation and Refunds

6.1 **Campaign Cancellation:** Cancellations must be submitted in writing. No refunds will be issued for campaigns already in progress or completed.

6.2 **Refunds for Pre-Paid Services:** Refund requests for pre-paid services will be evaluated on a case-by-case basis for campaigns that have not yet commenced.

6.3 **Early Termination Fee:** A fee of \$150 may apply if the client terminates the agreement before the agreed campaign duration.

7. Service Suspension

7.1 **Suspension for Non-Payment:** 318 Latino reserves the right to suspend services if payments are overdue beyond **30 days** or if the account is sent to collections.

8. Advertising Content and Compliance

8.1 **Content Standards:** The client is responsible for ensuring that all advertising content complies with legal standards and does not contain false, misleading, or offensive material.

8.2 **Approval Process:** 318 Latino reserves the right to review and approve all content before publication.

8.3 **Political Advertising:** All political advertising will be organic, based on audience interaction, and will not be boosted or pushed additionally.

9. Changes to Terms and Conditions

318 Latino reserves the right to update these terms and conditions. Clients will be notified of any changes at least **30 days** prior to their effective date.

10. Governing Law

This agreement shall be governed by and construed in accordance with the laws of **Shreveport, Louisiana**, without regard to its conflict of law principles.

11. Entire Agreement

This document constitutes the entire agreement between the client and 318 Latino. No other agreements, representations, or warranties, verbal or written, shall apply unless explicitly included in this document.