

GOOD CENTS HOME COOPERATIVE ADVERTISING PROGRAM

General Terms and Conditions

- Lee County Electric Cooperative, Inc., reserves the rights to add, modify, or delete any of the rules, conditions, or award levels pertaining to the Good Cents Home Cooperative Advertising Program.
- Determination of tax liability is the responsibility of the program participant.
- Lee County Electric Cooperative, Inc., has not predetermined a termination date, and the program will continue until such a time that Lee County Electric Cooperative, Inc., elects to designate a program termination date.
- Participation in the Good Cents Home Cooperative Advertising Program is limited to builders.
- Prior to acceptance for Cooperative Advertising reimbursement, an ad would have to comply with the following guidelines:
 1. All claims or information must be true and accurate.
 2. No derogatory comparison to other builders may be made.
 3. All ads must be in good taste.
 4. All ads must identify LCEC Good Cents Home Program by utilizing the Good Cents Home Logo; without change to design or color.
 5. For an ad, 2 x 3 column width or smaller, the GCH Logo must be at least ½” x ½” in size. For ads larger than 2 x 3 column width or on model home brochures, the GCH logo must be at least ¾” x 1” in size. Any deviation in size requirements or logo **will disqualify the ad or brochure from the cooperative advertising reimbursement program** unless prior written approval by LCEC is obtained.
 6. No ad may imply association with, or endorsement by, Lee County Electric Cooperative, Inc., other than already established under the Good Cents Home Program.
 7. The builder/advertiser agrees to indemnify Lee County Electric Cooperative, Inc. from any and all liability, loss, or damage LCEC may suffer as a result of claims, demands, costs, or judgments against it arising from builder/advertiser’s advertising practices during the term of this agreement.

I have read, understood, and agreed to the General Terms and Conditions of the Lee County Electric Cooperative, Inc., Good Cents Home Cooperative Advertising Program.

Signature

Date