

# National Glass Association

## Advertiser Terms and Conditions

Glass Magazine | Window + Door

Effective September 1, 2026

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### 1. Payment & Invoicing

Payment is due no later than the published materials deadline for the applicable issue or placement; advertisements without payment received by that deadline will not run. NGA issues invoices 30 days prior to the materials deadline for annual or multi-insertion contracts, and at the time of booking for single-insertion bookings. All invoices are payable in U.S. dollars, drawn on a U.S. bank; wire transfers must include the invoice number, and the advertiser is responsible for any additional bank charges. In the event of default, the advertiser agrees to pay reasonable collection charges and/or attorneys' fees.

### 2. Discounts

Frequency discounts are earned on placements made within a one-year period; applicable rates and terms are set per the rate card and account agreement. Advertisers who prepay their annual advertising contract in full within 30 business days of signing are eligible for a 5% discount on print display and digital advertising contracts, not combinable with other promotional offers.

### 3. Advertising Content & Claims

Advertisers are solely responsible for the accuracy and substantiation of all claims made in their advertisements, including AI-generated content, and must provide supporting documentation upon request. NGA reserves the right to review advertising copy, including AI-generated material, for compliance with its content and editorial standards, and may require modification or decline publication of any advertisement it determines is misleading, offensive, or inconsistent with those standards. Advertisers must ensure AI-generated content complies with applicable law, does not infringe third-party intellectual property, and assume full liability for claims arising from its use.

### 4. Cancellations

Cancellations or changes must be submitted in writing to the advertiser's account executive before the applicable space closing deadline; cover positions and other special placements cannot be cancelled. Late cancellations are billed as follows:

- Display advertising: 50% of the contracted rate after the space closing deadline, 100% after the materials deadline.
- Sponsored content and custom programs: 25% of the program fee (60+ days prior to go-live), 50% (30–60 days prior), 100% (fewer than 30 days prior).

NGA will consider fee waivers or credits for documented extraordinary circumstances beyond the advertiser's reasonable control, submitted in writing and approved at NGA's discretion.

### 5. Digital Advertising

Digital placements, including website display, e-newsletter, social media, and podcast sponsorships, are confirmed upon receipt of payment and approved creative assets; NGA does not guarantee specific performance metrics unless stated in a written agreement. Sponsored social content is labeled in accordance with FTC guidelines and subject to NGA review prior to scheduling. Podcast sponsorship copy is due seven business days before the scheduled recording; sponsorships are evergreen and remain in published episodes unless removal is agreed to in writing to the NGA account executive.

### 6. Mailing Lists

Contracted advertisers may pay to use the Glass Magazine or Window + Door subscriber list, provided the mailing is sent through an NGA-approved commercial mail house, the intended mailing piece/message has received NGA's prior approval, and the advertiser has signed NGA's Mailing List One-Time Use and Confidentiality Agreement. Advertisers are responsible for complying with all applicable international and United States privacy laws, including but not limited to CAN-SPAM, CASL, GDPR, and CCPA.

### 7. General Provisions

All advertising is subject to NGA's acceptance and must be clearly distinguishable from editorial content. Advertisers and their agencies are jointly and severally liable for payment of space ordered and published, and assume full liability for their advertising content, agreeing to indemnify and hold NGA harmless against related claims. NGA is not liable for delivery delays or non-delivery due to circumstances beyond its control, and does not guarantee corrections or changes submitted after the materials deadline.

### 8. Dispute Resolution

Advertisers should first raise concerns with their account executive, who will respond within two business days. Unresolved disputes may be escalated in writing to the NGA Chief Content Officer, whose written determination is final; remedies are limited, at NGA's discretion, to a make-good placement or a credit toward future advertising. Disputes between advertisers over competitive claims are outside the scope of this process.

*All advertisers agree to abide by the terms and conditions listed above.*