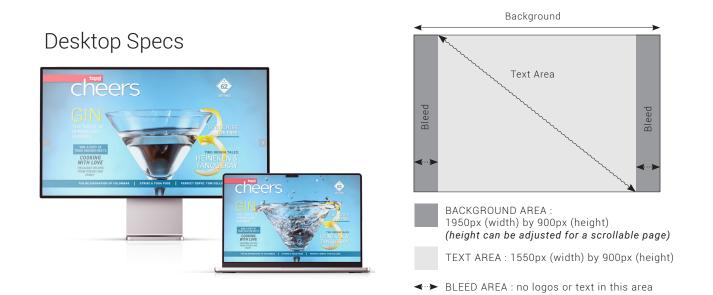
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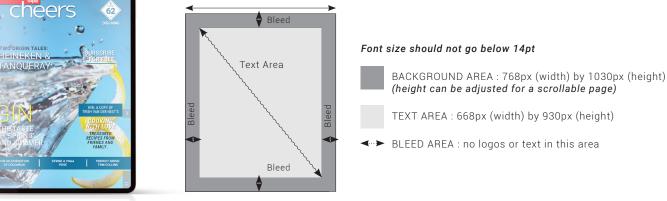
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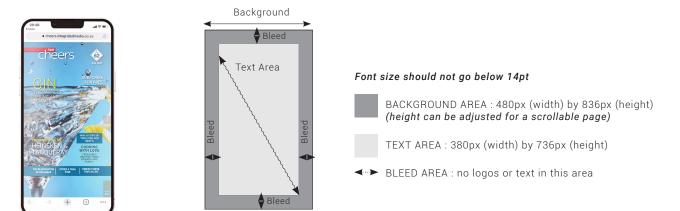
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Any Advertiser or its Advertising Agency may not cancel advertising after a Booking has been confirmed. A 50% fee of the total booking off rate card will be invoiced, discount will not be applicable. Cancellations prior to the agreed deadline must be in writing. Verbal (including telephonic) cancellations will not be accepted. If the Advertiser cancels any booking, he relinquishes any right to that package and discount (if any) to which he was previously entitled and Advertisements will be paid for at the appropriate rate. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices, however, remains unaffected.