

Tank Mix

NEWSLETTER FOR PART 137 SPRAY DRONE OPERATORS

A newsletter from the US Ag Drone Directory · agdronedirectory.com

Advertising Terms

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These terms cover any advertising, sponsorship or dedicated email placement bought with Tank Mix.

When you approve a proposal or pay an invoice or payment link from us, you agree to these terms. If a signed proposal or insertion order says something different, that document wins.

What you're buying

You're buying the placements listed in your proposal or invoice. That means the specific sends, dates and positions we agreed on. We keep control of the newsletter itself, including layout, editorial and where your placement sits in the issue. We label sponsored content as sponsored so it's clear to readers, which also keeps us right with FTC rules.

Payment

Payment is due as stated on your proposal or invoice. We hold your send dates once we get payment or a signed proposal. If payment is late, we can move or pause your placement until it clears. All prices are in US dollars.

Approving your copy

You send us your creative and any tracking links at least five business days before the send date. We show you a proof before anything goes out. If you don't send changes in writing within three business days of getting the proof, we treat it as approved and schedule it. You're responsible for your own claims, links and creative being accurate and legal.

Category exclusivity

If your proposal includes category exclusivity, we won't run another advertiser in your category for the term listed. Exclusivity only covers what your proposal spells out. Anything outside that is open.

What we promise

We run every placement as agreed. Every dedicated send is guaranteed a minimum 50% open rate. If a send comes in under that, the next send is free. If a send fails on our end, we re-run it at no charge. We don't guarantee clicks, leads or sales. Any remedy is delivered as extra work or credit, not a cash refund.

Payments and changes

Payments are due before work starts and are non-refundable if your plans change. What you paid stays yours as credit:

- **One-off send.** Payment holds your date. You can move the date once at no charge. Cancel and the amount becomes a credit toward a future placement, good for 12 months.
- **Multi-month sponsorship.** One payment, due before the start date. Cancel before the start and the full amount becomes a credit. Cancel mid-term and the months already run count as delivered. The rest becomes a credit, good for 12 months.

If we can't deliver a placement you paid for and can't make it good another way, we credit or return that portion.

Limit on liability

If something goes wrong, the most we're responsible for is the amount you paid for the placement involved. We're not responsible for indirect or knock-on losses like lost business or lost profit.

Your brand and assets

You give us permission to use the logos, images and copy you send us for your placement, for the length of the campaign. That permission ends when the campaign ends.

Which law applies

These terms are governed by the laws of the State of Delaware, without regard to its conflict of law rules.

Changes

We can update these terms. The version in place when you approve a proposal or pay is the one that applies to that buy.

Questions

Email eugen@agdronedirectory.com.