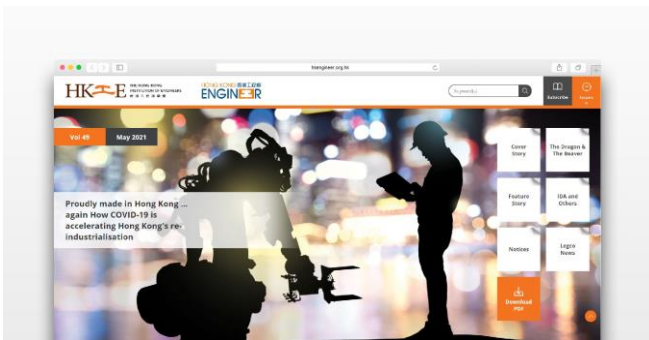


HONG KONG 香港工程師 ENGINEER

Sponsorship Package 2025



Hong Kong Engineer is the official journal of The Hong Kong Institution of Engineers (HKIE). It is a monthly journal covering in-depth articles on engineering topics and up-to-date news about HKIE activities. The journal reaches engineers in a wide range of fields, including consultants, contractors, developers, suppliers, government, academics, etc.

Publication date: 1st commencement week of each month

Enquiries

**Administration of Hong Kong Engineer
The Hong Kong Institution of Engineers**



(852) 2895 4446

sponsorship@hkie.org.hk

www.hkengineer.org.hk

www.hkengineer.org.hk/job

<https://forms.gle/49boNozEizJVfXK9>

9/F, Island Beverley, 1 Great George Street, Causeway Bay, Hong Kong

Display Advertisement

COMPLIMENTARY OFFER*
for placement in 3+ issues



PDF version of Hong Kong Engineer on www.hkengineer.org.hk

Sponsorship Package for Display Advertisement (PDF)

		Single issue	3 issues	6 issues	12 issues
Full Page	4C	HK\$7,875	HK\$6,300 per issue; ❖ 1x small banner & 3x job posts	HK\$4,725 per issue; ❖ 1x small banner & 6x job posts	HK\$3,150 per issue; ❖ 1x small banner & 12x job posts
1/2 Page	Horizontal/Vertical; 4C	HK\$4,988	HK\$3,990 per issue; ❖ 3x job posts	HK\$2,993 per issue; ❖ 6x job posts	HK\$1,995 per issue; ❖ 12x job posts
1/4 Page	4C	HK\$3,150	HK\$2,520 per issue; ❖ 3x job posts	HK\$1,890 per issue; ❖ 6x job posts	HK\$1,260 per issue; ❖ 12x job posts
Covers	Outside Back; 4C	HK\$5,670	HK\$3,780 per issue; ❖ 1x large banner & 3x job posts	-	-
	Inside Front; 4C	HK\$9,450	HK\$7,560 per issue; ❖ 1x large banner & 3x job posts	-	-
	Inside Back; 4C	HK\$4,725	HK\$3,150 per issue; ❖ 1x large banner & 3x job posts	-	-

Note: All advertisements must be in process colours.

❖ Complimentary banners to be displayed in the month of ad placement; job ads to be utilised within Year 2025.

Display Advertisement Sizes

<p>Full Page: ROP Book size: 210mm x 285mm (H)</p>	<p>Full Page: Classified 185mm x 254mm (H)</p>	<p>1/2 Page: Horizontal 185mm x 124mm (H)</p>	<p>1/2 Page: Vertical 90mm x 254mm (H)</p>	<p>1/4 Page: 90mm x 124mm (H)</p>
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Booking Deadline: 10th of each month for the next available issue
Material Deadline: 15th of each month for the next available issue
Payment Deadline: 7 days after the issuance of invoice

*For late booking/ submission of material/ payment after the set deadline, the respective ad will be arranged for publishing in the following issue

Display Advertisement

Materials Required for Display Advertisement

(A) Adobe Illustrator or InDesign files

- Copy/text within the digital working file(s) should be converted to path/outline graphics to avoid fonts substitution problems.
- All images/photos must be in EPS/TIFF format with resolution of 300dpi.
- All graphics must be in EPS format.
- The file of the colour fonts must be named by English letters.
- All digital files including images and graphics must be saved in RGB colour space.

(B) Acrobat PDF files (for full page ROP advertisements only)

- All fonts/images must be fully embedded into the file (100%).
- All images must have resolution of 300dpi and all graphics/logos should be in high resolution EPS format.
- Crop marks must be included.
- All digital files including images and graphics must be saved in RGB colour space.

**All submitted files must be final material. No design, file resize or editing services will be provided by the Institution.*

Conditions of Acceptance for Display Advertisement

1. Advertisements that are of trade-use engineering products and services, educational, engineering-related conferences or seminars, will be accepted. The acceptance of non-engineering-related advertisements is subject to the approval of the HKIE.
2. Contents of the advertisements must be approved by the HKIE. The HKIE reserves the right to decline any advertisement.
3. All presented or related information as mentioned in the advertisement (including website content as accessed from the web link(s) included in the advertisement) must comply with the requirements of all regulations/legislations, and the consent of publishing the information, including but not limited to any photos/logos in the advertisement, has been properly obtained by the Sponsor.
4. The Sponsor shall be held responsible for the content of the advertisement and shall undertake to indemnify the HKIE and keep the HKIE against all actions, claims, proceedings, costs and damages (including any damages or compensation paid by the HKIE) and all legal costs or other expenses, including any fines or penalties arising out of any breach or out of any claim by a third party based on any facts which if substantiated would constitute such a breach as a result of the publication of the advertisement.
5. The HKIE will not be liable for any loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does the HKIE accept liability for errors in any advertisement published, or its failure to appear on a specified date.
6. Advertisements must be inserted within Year 2025 to qualify for special rates applicable to advertisements.
7. Cancellation, without the consent of the HKIE, is not accepted after confirmation of booking.
8. A penalty amounting to 50% of the sponsorship will be charged for cancellation of outstanding advertisement placements after a part of the sponsorship agreement has been fulfilled.
9. The HKIE reserves the right to cancel any advertising agreements, and will not be liable for any loss or damage occasioned by the cancellation of advertising agreements due to any cause whatsoever.

Advertorial

Sponsorship Package for Advertorial (PDF)

Page Size	Rate
Full Page	HK\$7,875
1/2 Page (Horizontal/Vertical)	HK\$4,988
1/4 Page	HK\$3,150

Materials Required for Advertorial

- (A) Complete text in MS Word files; AND
- (B) Adobe Illustrator or InDesign files; OR
- Copy/text within the digital working file(s) should be converted to path/outline graphics to avoid fonts substitution problems.
 - All images/photos must be in EPS/TIFF format with resolution of 300dpi.
 - All graphics must be in EPS format.
 - The file of the colour fonts must be named by English letters.
 - All digital files including images and graphics must be saved in RGB colour space.
- (C) Acrobat PDF files (for full page ROP advertisements only)
- All fonts/images must be fully embedded into the file (100%).
 - All images must have resolution of 300dpi and all graphics/logos should be in high resolution EPS format.
 - Crop marks must be included.
 - All digital files including images and graphics must be saved in RGB colour space.

**All submitted files must be final material. No design, file resize or editing services will be provided by the Institution.*

Conditions of Acceptance for Advertorial

1. Mandatory wordings "Sponsored Content" must be stated on the advertorial.
2. Advertisements that are not of trade-use engineering products and services, educational, engineering-related conferences or seminars, will not be accepted. The acceptance of non-engineering-related advertisements is subject to the approval of the HKIE.
3. Contents of the advertisements must be approved by the HKIE. The HKIE reserves the right to decline any advertisement.
4. All presented or related information as mentioned in the advertisement (including website content as accessed from the web link(s) included in the advertisement) must comply with the requirements of all regulations/legislations, and the consent of publishing the information, including but not limited to any photos/logos in the advertisement, has been properly obtained by the Sponsor.
5. The Sponsor shall be held responsible for the content of the advertisement and shall undertake to indemnify the HKIE and keep the HKIE against all actions, claims, proceedings, costs and damages (including any damages or compensation paid by the HKIE) and all legal costs or other expenses, including any fines or penalties arising out of any breach or out of any claim by a third party based on any facts which if substantiated would constitute such a breach as a result of the publication of the advertisement.
6. The HKIE will not be liable for any loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does the HKIE accept liability for errors in any advertisement published, or its failure to appear on a specified date.
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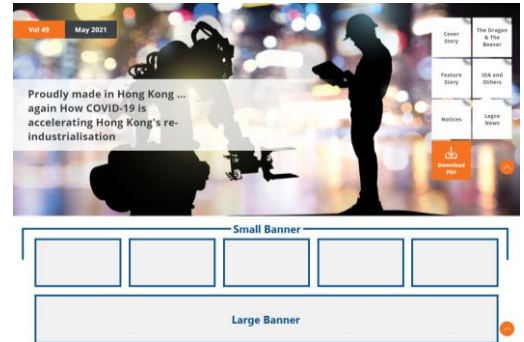
Booking Deadline: 10th of each month for the next available month
Material Deadline: 15th of each month for the next available month
Payment Deadline: 7 days after the issuance of invoice

**For late booking/ submission of material/ payment after the set deadline, the respective ad will be arranged for publishing in the following issue*

Banner Advertisement

Sponsorship Package for Banner Advertisement

	1 month	3 months	6 months	12 months
Small Banner (Width 284Px; Height 160Px)	HK\$2,625	HK\$2,363 per month	HK\$2,100 per month	HK\$1,838 per month
Large Banner (Width 1500Px; Height 160Px)	HK\$6,300	HK\$5,670 per month	HK\$5,040 per month	HK\$4,410 per month



Materials Required for Banner Advertisement

- A jpeg/png image (300dpi) of the advertisement
 - All text embedded in the image
 - Hyperlink to the sponsor's website
 - Subject/Alt-text of the advertisement
- Note:
1. One product/service per placement
 2. Product/service/company name must be clearly visible on all images
 3. Banners are positioned in the lower part of the homepage of *Hong Kong Engineer* (www.hkengineer.org.hk).
 4. Depending on the device/screen size, some small banner(s) will only be visible upon click, but at least two would be visible on the homepage directly.
 5. The speed of the auto sliding effect is set at 5 seconds for both the small and large banners.
 6. Bookings are accepted on a first-come-first-served basis.
 7. Each banner will stay online for one month, from the 1st of each month to the last day of each month.

*All submitted files must be final material. No design, resize or editing services will be provided by the Institution.

Conditions of Acceptance for Banner Advertisement

1. Advertisements that are not of trade-use engineering products and services, educational, engineering-related conferences or seminars, will not be accepted. The acceptance of non-engineering-related advertisements is subject to the approval of the HKIE.
2. Contents of the advertisements must be approved by the HKIE. The HKIE reserves the right to decline any advertisement.
3. The Sponsor shall grant the HKIE permission to host, reproduce, distribute, communicate, use, publish, and publicly perform/display the contents of the advertisements, and modify and create derivative work based on the contents, such as reformatting or translating it. Such permission shall be worldwide, non-exclusive and royalty-free.
4. All presented or related information as mentioned in the advertisement (including website content as accessed from the web link(s) included in the advertisement) must comply with the requirements of all regulations/legislations, and the consent of publishing the information, including but not limited to any photos/logos in the advertisement, has been properly obtained by the Sponsor.
5. The contents of the advertisement and the contents directed from the link of the advertisement must be relevant. Advertisements that do not comply with the requirement would be declined.
6. The Sponsor shall be held responsible for the content of the advertisement and the link to any websites from the advertisement and shall undertake to indemnify the HKIE and keep the HKIE against all actions, claims, proceedings, costs and damages (including any damages or compensation paid by the HKIE) and all legal costs or other expenses, including any fines or penalties arising out of any breach or out of any claim by a third party based on any facts which if substantiated would constitute such a breach as a result of the posting of the advertisement.
7. The HKIE will not be liable for any loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does the HKIE accept liability for errors in any advertisement posted, or its failure to appear on a specified date.
8. Advertisements must be inserted within Year 2025 to qualify for special rates applicable to advertisements.
9. Cancellation, without the consent of the HKIE, is not accepted after confirmation of booking.
10. The HKIE reserves the right to cancel any advertising agreements, and will not be liable for any loss or damage occasioned by the cancellation of advertising agreements due to any cause whatsoever.

Booking Deadline: 10th of each month for the next available month
Material Deadline: 15th of each month for the next available month
Payment Deadline: 7 days after the issuance of invoice

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Recruitment Advertisement

Sponsorship Package for Recruitment Advertisement (Job Centre)

Subscription Period	Job Posting Quantity	Rate
1 month	1	HK\$525
3 months	3	HK\$1,260
6 months	5	HK\$1,575
12 months	10	HK\$2,625
12 months	20	HK\$4,200

Remarks:

1. Each job posting will be posted on www.hkengineer.org.hk/job for 30 days.
2. Each job posting is for one vacant position only.
3. The subscription period starts from the booking date of the package and is valid for the month(s) specified in the package.
4. No refund or extension will be given for the cases of de-activated, deleted and unused Job Posting(s).

Materials Required for Recruitment Advertisement

- Company Name
- Company Description
- Job Title
- Job Details

Job Posting Form

- [MS Word format](#)
- If no specific requests on the formats on the contents to be posted are received, a standard format will apply. Amendment(s) on the format after file submission will not be entertained.

Conditions of Acceptance for Recruitment Advertisement

1. Advertisements that are not of engineering-related job positions will not be accepted.
2. Contents of the advertisements must be approved by the HKIE. The HKIE reserves the right to decline any advertisement.
3. The Sponsor shall grant the HKIE permission to host, reproduce, distribute, communicate, use, publish, and publicly perform/display the contents of the advertisements, and modify and create derivative work based on the contents, such as reformatting or translating it. Such permission shall be worldwide, non-exclusive and royalty-free.
4. All presented or related information as mentioned in the advertisement (including website content as accessed from the web link(s) included in the advertisement) must comply with the requirements of all regulations/legislations, and the consent of publishing the information, including but not limited to any photos/logos in the advertisement, has been properly obtained by the Sponsor.
5. The contents of the advertisement and the contents directed from the link of the advertisement must be relevant. Advertisements that do not comply with the requirement would be declined.
6. The Sponsor shall be held responsible for the content of the advertisement and the link to any websites from the advertisement and shall undertake to indemnify the HKIE and keep the HKIE against all actions, claims, proceedings, costs and damages (including any damages or compensation paid by the HKIE) and all legal costs or other expenses, including any fines or penalties arising out of any breach or out of any claim by a third party based on any facts which if substantiated would constitute such a breach as a result of the posting of the advertisement.
7. The HKIE will not be liable for any loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does the HKIE accept liability for errors in any advertisement posted, or its failure to appear on a specified date.
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Booking Deadline: 10th of each month for the next available month

Material Deadline: 15th of each month for the next available month

Payment Deadline: 7 days after the issuance of invoice

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Definitions

hkengineer.org.hk ("Web Site") is owned by The Hong Kong Institution of Engineers (HKIE). These terms apply only to this Web Site.

The terms "we", "us", "our" and "ours" when used in these Terms of Use means the HKIE.

The terms "you", "your" and "yours" when used in these Terms of Use means any user of this Web Site.

Agreement

Access to and use of this Web Site and the information, materials, products and services available through this Web Site are subject to all applicable laws and regulations and to these Terms of Use.

By accessing this Web Site, you agree to these Terms of Use which form a legally binding agreement. If you do not agree, please exit this Web Site.

These Terms of Use may be changed by us from time to time without specific notice to you. The latest Terms of Use will be posted on the Web Site, and you should always review these Terms of Use prior to using the Web Site to ensure that you have a current understanding of the Terms of Use under which you are permitted to access this Web Site. If you cannot access the Terms of Use via the Internet, we can provide a copy of the most recent Terms of Use by e-mail upon request.

ACCESS TO THIS WEB SITE (OR PORTIONS THEREOF) AND THE USE OF INFORMATION, MATERIALS, PRODUCTS OR SERVICES PROVIDED THROUGH THIS WEB SITE (OR PORTIONS THEREOF), IS NOT INTENDED, AND IS PROHIBITED WHERE SUCH ACCESS OR USE VIOLATES APPLICABLE LAWS OR REGULATIONS.

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Hyperlink Disclaimer

This Web Site may contain links and/or advertisements to other web sites maintained by us in addition to links to web sites maintained by unrelated companies and persons. An advertisement of, or link to, the Web Site and the web site maintained by us, does not mean that the HKIE approves, endorses or accepts any responsibility for that web site, its content or use, or the use of products and services made available through such web site.

We are not responsible for the actions, content, accuracy, opinions expressed, privacy policies, products or services provided through these links or made available through these resources or appearing in such web sites, nor for any damages or losses, directly or indirectly, caused or alleged to have been caused as a result of your use of reliance on such web sites.

Such web sites are not investigated, monitored or checked for accuracy, completeness or conformance with applicable laws and regulations by us. We do not make any representations whatsoever, or give any warranties of any kind, expressed, implied, or otherwise about other web sites which you may access through such web sites. If you decide to leave our Web Site and access these other web sites, you do so at your own risk. All rules, policies (including privacy policies) and operating procedures of such web sites will apply to you which on such web sites.

Links from Other Web Sites

Any link to this Web Site without our written permission is prohibited. Persons providing access to this Web Site via a link from another web site are solely responsible for the content, accuracy, opinions expressed, privacy policies, products or services of, or available through, the source web site and for any representations made or impressions created concerning the HKIE.

Authorisation by us to link to this Web Site is given without assumption of any liability by us relating to such links, and we hereby disclaim any such liability. We reserve the right to withdraw any authorisation to link to this Web Site at any time and for any reason.

Anyone providing access to, or information relating to this Web Site, whether by link or otherwise, is responsible for bringing these Terms of Use to the attention of the person receiving such access or information. Failure to do so will not result in liability for us.

Job Alerts

Sponsors and users on this Web Site are responsible for ensuring that material submitted for inclusion to this Web Site complies with all relevant laws and regulations.

This Web Site acts as a venue for employers to post job opportunities for candidates but does not screen or censor the listings offered. We are not responsible for any error, omission or inaccuracy in any material posted on this Web Site and do not get involved in the actual transaction between employers and candidates. As a result, we have no control over the quality or legality of the jobs posted, the truth or accuracy of the listings, the ability of employers to offer job opportunities to candidates or the ability of candidates to fill job openings. You acknowledge therefore that any reliance on material posted by other users on this Web Site will be at your own risk and you assume all risks associated in dealing with other such users.

Because user authentication on the Internet is difficult, we cannot and do not confirm that each user is who they claim to be. Because we do not and cannot be involved in user-to-user dealings or control the behaviour of participants on this Web Site, in the event that you have a dispute with one or more users, you agree to release us (and our agents and employees) from claims, demands and damages (actual and consequential, direct and indirect) of every kind and nature, known and unknown arising out of or in any way connected with such disputes.

Data Protection Consent

By agreeing to these Terms of Use, you agree to the terms of our Privacy Policy.

Any communication or material you post or transmit to us over the Internet is, and will be treated as non-confidential and non-proprietary. Upon the transmission of any personal information to us, you expressly grant permission to us to disseminate and/or use such information for any lawful purpose.

Posting or transmittal of any unlawful, threatening, libellous, defamatory, obscene, pornographic or profane material or any material that could constitute or encourage conduct that would be considered a criminal offence or violation of any law is strictly prohibited.

We reserve the right to monitor your communications with us whether by mail, voice, fax, e-mail or any other form of transmission for the purposes of quality control, security and other business needs.

Notwithstanding the foregoing, all personal data provided to us as a result of this Web Site will be handled in accordance with our Privacy Policy.

No Warranties

WE MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THIS WEB SITE OR ITS CONTENTS, WHICH ARE PROVIDED FOR USE "AS IS". WE DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF TITLE, NON-INFRINGEMENT, MERCHANTABILITY, QUALITY AND FITNESS FOR A PARTICULAR PURPOSE, WITH RESPECT TO THIS WEB SITE AND ANY WEB SITE WITH WHICH IT IS LINKED. WE ALSO MAKE NO REPRESENTATIONS OR WARRANTIES AS TO WHETHER THE INFORMATION ACCESSIBLE VIA THIS WEB SITE, OR ANY WEB SITE WITH WHICH IT IS LINKED, IS ACCURATE, COMPLETE, OR CURRENT. YOU ACCEPT THAT OUR SHAREHOLDERS, OWNERS, OFFICERS, DIRECTORS, EMPLOYEES AND OTHER REPRESENTATIVES SHALL HAVE THE BENEFIT OF THIS CLAUSE.

It is your responsibility to evaluate (or take professional advice on) the accuracy and completeness of all information, statements, opinions and other material on this Web Site or any web site with which it is linked.

Your statutory rights as a consumer, if any, are not affected by these provisions, and we do not seek to exclude or limit liability for fraudulent misrepresentation.

Exclusion of Liability

To the fullest extent permitted by applicable laws we, on behalf of our members, officers, employees, agents, suppliers and contractors exclude liability for any losses and expenses of whatever nature and howsoever arising including, without limitation, any direct, indirect, special, punitive, or consequential damage, loss of use, loss of data, loss caused by a virus, loss of income or profit, loss of or damage to property, claims of third parties, or other losses of any kind or character, even if we have been advised of the possibility of such damages or losses, arising out of or in connection with the use of this Web Site or any web site with which it is linked. You assume total responsibility for establishing such procedures for data back up and virus checking as you consider necessary.

Your Obligations

You are responsible for providing and maintaining all personal computer and communications equipment and Internet access accounts necessary to gain access of this Web Site.

In consideration of your use of the Web Site, you agree to provide true, accurate, current and complete information about yourself as prompted by the Web Site's registration form ("Registration Data") and maintain and promptly update the Registration Data to keep it true, accurate, and complete. If you provide any information that is untrue, inaccurate or incomplete, or we have reasonable ground to suspect that such information is inaccurate, we have the right to suspend or terminate your account and refuse any and all current or future use of the Web Site.

You are responsible for maintaining the confidentiality of the password and ID, and are fully responsible for all activities that occur under your password or ID, whether by you or by anyone else using your account and password.

You agree to use the Web Site in a manner consistent with any and all applicable rules and regulations. You agree not to upload or transmit through the Web Site any computer viruses, trojan horses, worms or anything else designed to interfere with, interrupt or disrupt the normal operating procedures of a computer.

You agree to inform us of any apparent breaches of security such as loss, theft or unauthorised disclosure or use of your ID or password and until we are so notified you will remain liable for any unauthorised use of your account.

You agree to indemnify, release and hold us harmless as well as our members, officers, employees, agents, suppliers and contractors from any claim, liability, loss, expense or demand, including legal fees, related to your violation of these Terms of Use or your access or use of this Web Site or any of the information, materials, products or services available through this Web Site.

You agree that all benefits, rights and remedies afforded to us by you under these Terms of Use are also extended and available to, and enforceable by, the HKIE.

Subscription Fees

We may restrict certain parts of the Web Site to users who have paid a subscription fee to us. If you wish to have unrestricted use of the Web Site and access to services which we deem are accessible on payment of a fee, you will be required to register with us and pay the subscription fee notified to you via the Web Site.

If you do not wish to pay the relevant subscription fee, you may still be required to register with us but your access to the Web Site may be restricted. We shall determine, at our sole discretion, the extent to which you access to the Web Site will be restricted.

The subscription fee shall be payable immediately on the date of our acceptance of your registration) which we shall notify you of via e-mail and shall, at our sole discretion, be non-refundable. Where you wish to pay the subscription fee by credit or debit card, you hereby represent that you are the owner, holder and authorised user of the credit or debit card specified by you on our registration form and you agree that we are authorised to take payments from your account as and when they become due. You further agree that this authorisation will remain in effect until you revoke it in writing to us.

Where you wish to pay by invoice, we shall issue an invoice on our acceptance of your registration. All such invoices are payable within 30 days of the date of the invoice.

We reserve the right to change the subscription fee and billing methods at any time. We shall notify you of all such changes at your renewal date and your continuing use of the Web Site and our products and services will constitute acceptance of such changes. We reserve the right to terminate your account immediately without further notice if you do not accept any such changes or fail to pay our invoices.

All subscription fees payable are exclusive of tax and other related expenses, and shall be paid in full without deduction or withholding and be the net fee to be received.

If you wish to cancel your subscription, you must notify us in writing of your intention to cancel within seven working days after our acceptance of your registration. Upon receipt of such notification, we shall refund the subscription fee and terminate your account with us.

At the end of the period for which the subscription fee was payable, we shall send you a renewal invoice and this agreement will automatically renew when you inform us that you wish to renew your subscription.

Modification and Discontinuation

We reserve the right at any time and from time to time modify, edit, delete, suspend or discontinue, temporarily or permanently this Web Site (or any portion thereof) and/or the information, materials, products and/or services available through this Web Site (or any part thereof) with or without notice. You agree that we shall not be liable to you or to any third party for any such modification, editing, deletion, suspension or discontinuance of this Web Site.

Entire Understanding

These Terms of Use contain the entire understanding between you and us with respect to this Web Site and no representation, statement, inducement oral or written, not contained herein shall bind any party to this agreement. Should any part of these terms for any reason be declared invalid by a court of competent jurisdiction, such determination shall not affect the validity of any remaining portion and such remaining portion shall remain in full force and effect as if the invalid portion of these terms had been eliminated. Our failure to enforce any provision of these Terms of Use shall not be deemed a waiver of such provision nor of the right to enforce such provision.

Law & Jurisdiction

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