

Advertising Policies

All advertising is subject to *The Chronicle's* policies and to all provisions and regulations set forth in this section.

- The Chronicle reserves the right to reject or cancel any advertisement/insert for any reason and to regulate the typographical tone, design, and size of ads to comply with The Chronicle's format.
- No condition, printed or otherwise, appearing on the space order, billing instructions, or copy instructions which conflicts with or compromises The Chronicle's policies, terms or regulations will be binding to the newspaper.
- The advertiser or advertising agency assumes all responsibility and liability for the content of advertisements, inserts and for any claim, expense or loss resulting from the publication or non-publication of such items in The Chronicle. Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permissions to use such materials have been secured by the advertiser. With regard to the publication of an advertisement, the advertiser will accept full responsibility including, but not limited to, claims of libel, infringement of right of privacy, plagiarism, or copyright violation.
- The Chronicle regrets any errors made by the newspaper and will work to amend the mistakes as quickly as possible. The Chronicle will be responsible for only the first insertion of incorrect copy. Compensation for errors made can only be for the cost of the ad.
- The Chronicle assumes no responsibility for the loss or damage of any materials submitted for publication or for shipping costs.
- Advertisers will be responsible for 100% of the price of any display advertising cancelled after deadline.
- The Chronicle can not offer a guaranteed position within the paper for advertisements.
- The Chronicle reserves the right to include the words "Paid Advertisement" in any advertisement that in its judgment resembles editorial content.
- Contracts are not offered to advertising agencies. Contract rates will be honored only after receipt and acceptance of a contract signed by the agency's client. Agencies that represent clients on contract must provide

written certification from the contract client specifying that the agency is duly authorized to place orders and to otherwise represent the client.

- Advertising clients are responsible for meeting contract obligations and charges incurred through the actions of their agent.
- The rights and privileges of an advertiser signing an agreement with The Chronicle may not be transferred to another advertiser.
- The Chronicle reserves the right to change any policies and advertising rates at any time with notification to advertisers prior to publication of future advertisements.

Credit and Billing Policies

- All advertising must be prepaid until credit is established through submission and approval of a completed Credit Application and Agreement Form. Contact the Advertising Department for an application. Prepayment is required for all new, out-of-state, political and/or transient advertisers.
- All billed charges are subject to the terms and conditions as set forth in the signed Credit Application and Agreement Form.
- All prices are net and non-commissionable and will be billed accordingly.
- For advertisers with an approved credit agreement, billing is monthly. Terms: net 30 days. A finance charge of 1.5% per month (18% APR, \$.50 minimum) will be charged on all past-due accounts over 30 days.
- Electronic tearsheets will be provided.
- All balances are due and payable in full in 30 days. Failure to pay within 30 days may result in loss of billing privileges.
- There will be a \$25 service charge for all returned checks.
- Advertisers who fail to meet the contracted lineage will be billed at the rate actually obtained.