Advertising & Marketing Policies

The State News Media Group is an independent, student-run, nonprofit collegiate media organization serving Michigan State University, the City of East Lansing, and the Spartan Alumni community. We are funded primarily by advertising and marketing revenue, and our advertising team builds partnerships, locally and nationally, that help clients reach our audiences across digital, email, social media, specialty print products, and events.

These policies apply to every advertiser, agency, sponsor, and marketing partner, and to every product we offer, including The State News newspaper and special publications, statenews.com and related sites and apps, email newsletters, social media channels, podcasts and video, and State News produced or sponsored events. Placement of an order, submission of materials, or signing of an insertion order or contract constitutes acceptance of these policies.

1. Terms of Payment

The State News Media Group wants your invoice to be timely and accurate. If you have a question about, or a discrepancy on, an invoice, contact our Accounting Department as soon as possible at accounting@statenews.com or call our General Manager at 517-295-1681.

- All rates are net, non-commissionable rates. We accept checks, electronic funds transfer (EFT/ACH), American Express, Mastercard, and Visa. A processing fee may apply to card payments where permitted by law.
- New Clients and out-of-area advertising accounts must prepay until credit is established.
- All political, advocacy, “closing,” “going out of business,” and one-time event advertising must be prepaid.
- We invoice accounts with established credit on the service date. Payment is due within 30 days of the invoice date. Balances unpaid after 30 days are subject to a finance charge of 1.5% per month (18% annual percentage rate). Accounts more than 60 days past due may be placed on prepay status and future advertising held until the balance is paid.
- A $40.00 fee will be assessed on any returned check or reversed electronic payment.
- Advertisers are responsible for all reasonable costs of collection, including collection agency and attorney’s fees, on delinquent accounts.
- No cash refunds are given. When an error is attributable to the State News, account credit will be granted (see Section 13). No credit is given for errors in materials supplied or approved by the advertiser.

2. Rates and Rate Changes

Current rates, specifications, and deadlines are published in the rate card and media kit in effect at the time of the order.

- The State News may change rates with at least 30 days’ written notice. If a rate change is not acceptable, a contracted advertiser may cancel the remainder of the contract without

penalty, provided notice is given before the new rates take effect. Space already run will be billed at the rate earned.

- The State News Media Group may offer special promotions, packages, or discounts not listed on the rate card. Promotions cannot be combined unless stated in writing.
- Contract rates are earned by fulfilling the contracted volume within the contract period. Advertisers who fail to fulfill a contract will be short-rated and billed the difference between the contracted rate and the rate earned.
- Contracted space and rates are for the sole use of the signing advertiser and may not be shared with, resold to, or transferred to another advertiser.

3. Orders, Deadlines, and Cancellations

- All orders must be confirmed by a valid insertion order, contract, or written (including email) confirmation. Verbal orders are not accepted.
- All changes and cancellations must be received in writing before the applicable deadline. Ads canceled after the deadline will be billed in full. Digital campaigns canceled after launch will be billed for impressions or days delivered plus any production costs incurred.
- Unless a position is purchased and confirmed in writing, no position is sold or guaranteed. Position requests are honored when possible.
- The State News Media Group assumes no liability for failure to publish or deliver advertising on the date, in the edition, or in the placement ordered, and our liability in any such case is limited to running the advertising at a later date or crediting the account (see Section 13). The State News Media Group is not liable for delays or failures caused by events beyond our reasonable control, including printing or distribution failures, platform or server outages, or university closures.
- Advertising agencies placing orders on behalf of clients are jointly and severally liable with the advertiser for payment. The State News Media Group does not accept "sequential liability" terms.

4. Acceptance of Advertising and Content Standards

The State News Media Group reserves the right to reject, cancel, edit, classify, or remove any advertising at any time, for any reason, including advertising previously accepted or published. Acceptance of an advertisement does not constitute endorsement of the advertiser, product, service, or viewpoint by The State News Media Group, its staff, or Michigan State University.

The State News Media Group will not knowingly accept advertising that:

- is false, misleading, deceptive, or unsubstantiated, or fails to state a bona fide offer made in good faith;
- is defamatory, obscene, or invades an individual's privacy;

- discriminates against, or encourages discrimination against, any individual or group based on race, color, religion, creed, national origin, ancestry, sex, sexual orientation, gender identity or expression, age, disability, familial status, marital status, veteran status, height, weight, or any other characteristic protected by federal, state, or local law;
- promotes academic dishonesty, including term-paper, essay-writing, exam-taking, or "homework help" services that complete graded work for students;
- violates or facilitates a violation of any federal, state, or local law, or the terms of any digital platform on which it appears;
- promotes illegal drugs, drug paraphernalia, or the misuse of legal substances;
- offers sexually oriented services, escort services, or pornography;
- promotes violence, weapons sales to individuals, or hate;
- constitutes a pyramid scheme, multi-level marketing recruitment, "get-rich-quick" offer, payday or predatory lending, debt-relief scam, or unregistered securities or cryptocurrency offering;
- makes health, medical, or weight-loss claims that are not adequately substantiated;
- imitates The State News Media Group editorial content or design, or uses the name, logo, or likeness of The State News Media Group, The State News, or Michigan State University without written permission (see Section 9);
- in the judgment of advertising management, is distasteful, in poor taste, or inconsistent with the mission and reputation of The State News Media Group.

Restricted categories. The following are accepted only subject to the additional conditions noted, and may be limited to certain products or placements:

- **Alcohol:** Accepted only from licensed establishments and brands. Ads may not target or depict persons under 21, promote drink specials that encourage excessive consumption (e.g., "all you can drink"), or associate alcohol with academic performance, athletics, or sexual success. Responsible-drinking messaging is encouraged.
- **Cannabis and hemp/CBD:** Accepted only from Michigan-licensed businesses in compliance with Michigan Cannabis Regulatory Agency advertising rules. Ads must carry required warnings, may not target or appeal to persons under 21, may not make medical claims, and are not accepted on placements that cannot be age-gated or in distribution on university property where prohibited.
- **Tobacco, vaping, and nicotine:** Not accepted.
- **Gambling and sports betting:** Accepted only online from operators licensed by the Michigan Gaming Control Board, must include required responsible-gaming language and the problem-gambling helpline, and may not target persons under 21. Not accepted for distribution via static or digital posters in newsstands on university property where prohibited.
- **Firearms:** Not accepted.

- **Housing:** All housing advertising is subject to the federal Fair Housing Act and Michigan's Elliott-Larsen Civil Rights Act. Ads may not express a preference, limitation, or discrimination based on any protected class (including age, marital status, and familial status). Statements such as "students only," "no children," or "Christian roommate wanted" will be edited or rejected. Landlords must be prepared to document licensing where required by the City of East Lansing.
- **Employment:** Job ads must describe bona fide positions, may not state a preference based on a protected class, and must disclose when a fee is charged to the applicant. Work-from-home, mystery-shopper, envelope-stuffing, and similar offers require prepayment and verification.
- **Financial products and student loans:** Ads for credit cards, loans, and lending services must comply with Truth in Lending disclosure requirements and may not be presented as being endorsed by Michigan State University or The State News Media Group.
- **Contests, sweepstakes, and giveaways:** Must include official rules (or a link to them), "no purchase necessary" language where required, eligibility, and sponsor identity, and must comply with Michigan law.

When an advertiser's eligibility or licensing is unclear, The State News Media Group may request documentation before accepting the order.

5. Advertiser Identification and Labeling

- Anonymous advertising is not accepted. Every advertiser must provide a legal name, business name (if any), physical address, telephone number, and email address, and the name of an authorized contact. The State News Media Group may verify this information before publication.
- Any advertisement that resembles news or editorial content in typography, layout, or tone must be clearly labeled "PAID ADVERTISING" (print) or "Advertisement" / "Sponsored" (digital) in a size and position that is readily visible. Ads may not use State News fonts, column styling, bylines, or headline treatments, and may not be presented as editorial content, reviews, or recommendations by our staff.
- Advertisements that contain testimonials or endorsements must comply with the FTC Guides Concerning the Use of Endorsements and Testimonials. Endorsers must be real, the endorsement must reflect their honest opinion, and any material connection between the endorser and the advertiser must be disclosed.
- By placing advertising in any The State News Media Group product, the advertiser is purchasing space, time, impressions, or distribution only. No other rights, services, or relationships are implied.

6. Political, Issue, and Advocacy Advertising

The State News Media Group accepts political advertising pursuant to state and federal law and our own organizational requirements. Political advertising includes any advertisement that refers to an election, a candidate, a ballot question, or a political committee, and any issue or advocacy

advertising intended to influence public policy. This applies to partisan and non-partisan political advertisements, including candidate campaigns, get out the vote, issue or advocacy campaigns, and ballot initiatives. We commit to providing equal advertising opportunities to all legally qualified political candidates, parties, and advocacy groups.

6.1 Terms and Acceptance

- All political and issue advertising must be prepaid in full before the deadline and is accepted at the open (non-contract) rate unless otherwise stated in the rate card. Political advertising is not eligible for contract or promotional discounts.
- All political and advocacy advertisements must be labeled “PAID ADVERTISING” in print and “Advertisement” or “Paid Political Advertisement” in digital placements and must be clearly distinguishable from news and editorial content.
- The State News Media Group accepts political advertising from all lawful candidates, committees, and organizations on a non-discriminatory basis, without regard to party, position, or viewpoint, subject to the content standards in Section 4 and in this section. Acceptance does not constitute an endorsement by The State News Media Group or its editorial board, which operates independently of the advertising department.
- Political advertising deadlines may be earlier than standard deadlines, particularly in the final two weeks before an election. Ads scheduled to run within 72 hours of an election require additional review time, and last-minute ads that cannot be reviewed will be declined.
- The advertiser is solely responsible for the accuracy of all claims and for compliance with all applicable campaign-finance laws. Submitting a political ad constitutes a representation that the required identification and disclaimers are complete and correct.

6.2 Identification and Disclaimer Requirements (Michigan Elections)

Under the Michigan Campaign Finance Act (MCL 169.201 et seq.), the following identification and disclaimer statements must appear in the advertisement. The advertiser is responsible for supplying the correct language; the advertising department will check for its presence but does not provide legal advice.

- **Identification (“Paid for by”):** The name and address of the person or committee paying for the ad is required whenever the ad refers to an election, a candidate, or a ballot question (e.g., “Paid for by the Committee to Elect Jane Doe, 123 Main St., Lansing, MI 48933”). This is not required when an independent individual places the ad on their own behalf and not as an agent of a candidate or committee.
- **“Not authorized” disclaimer:** Required when an ad is about a candidate and is paid for not by that candidate’s committee but by another registered committee (for example, a political party) or by an unregistered committee, and there is no written authorization from the candidate—not required when an individual acting independently, and not as an agent of a candidate or campaign, places the ad.

- **“Regulated funds” disclaimer:** Required for an ad about a candidate that is placed by a registered committee other than the candidate’s own committee, and for an ad about a ballot question that is placed by the ballot-question committee. Not required for ads placed by a candidate or the candidate’s committee, or by an individual making an independent expenditure.
- **Federal elections:** Ads relating to federal candidates must carry the disclaimer required by the Federal Election Campaign Act and FEC regulations (11 CFR 110.11), including the “Paid for by” statement and, where applicable, the “Not authorized by any candidate or candidate’s committee” statement.
- **Digital placements:** The same identification and disclaimers must appear within the digital creative itself or, where the ad unit is too small, clearly and conspicuously on the landing page, as the law permits.

6.3 Content Standards for Political Advertising

In addition to the standards in Section 4, The State News Media Group reserves the right to refuse any political advertisement that:

- includes offensive or incendiary remarks to or about groups based on race, ethnicity, sex, sexual orientation, gender identity, religion, or any other characteristic protected by law;
- includes disturbing, violent, or otherwise graphic imagery or language;
- features blatant misrepresentation, misinformation, or other unsubstantiated claims. Ads attacking a candidate, official, or organization must be factually supportable, and the advertiser must be prepared to provide substantiation on request;
- depicts a candidate in a police, military, or other official uniform. This safeguard prevents the appearance that the department or service endorses the candidate. Ads may refer in text to a candidate’s job, position, or service record so long as nothing is presented as an endorsement by that department or service;
- features trademarked or copyrighted material (including logos, seals, and photographs) to which the candidate or committee does not hold the rights;
- is intended to deter voting, misstates polling times, places, or eligibility requirements, or impersonates an election official or authority;
- fails to identify the candidate, committee, ballot question, or organization it supports or opposes.

6.4 Use of Artificial Intelligence in Political Advertising

- Pursuant to MCL 169.259, any political advertisement created in whole or in part with artificial intelligence, including AI-generated or AI-altered photographs, video, audio, graphics, or text, must include the disclaimer required by that statute stating that the content was generated by artificial intelligence. Advertisers must inform the advertising department at submission whether they used AI in the creative.

- Failure to disclose the use of AI to The State News Media Group may result in immediate termination of the advertising campaign without credit or refund. It may expose the advertiser to penalties under Michigan law.
- The State News Media Group reserves the right to refuse any advertisement that uses AI to generate, edit, or modify images, video, or audio of candidates or other real individuals, regardless of whether a disclaimer is included.

7. Digital Advertising (Website, Mobile, and Programmatic)

- Digital advertising is sold on an impression, flight, sponsorship, or share-of-voice basis as specified on the insertion order. The State News Media Group's ad server measures impression counts and is the system of record for billing. Discrepancies between the ad server and the advertiser's or a third party's measurement of 10% or less will not be adjusted.
- The State News Media Group does not guarantee click-through rates, conversions, leads, sales, or any performance outcome. Digital advertising is sold on impressions delivered or time, not on results.
- Creative must meet the specifications in the current media kit (dimensions, file weight, format, animation length). Auto-play audio, auto-expanding units, pop-ups, pop-unders, fake system messages, deceptive "close" buttons, and creative that mimics site navigation are not accepted.
- Third-party ad tags, tracking pixels, and scripts are accepted only with prior approval and only from vendors on The State News Media Group's approved list. All tags must be secure (HTTPS), must not collect personally identifiable information from our users, and must not slow page performance beyond acceptable limits. The State News Media Group may remove any tag that fails to meet these requirements at any time.
- The State News Media Group scans creative for malware and may reject or remove any creative that is flagged. Advertisers are fully responsible for the security of the creative and landing pages they supply.
- Landing pages must be live, must match the offer in the creative, and must not redirect to content that would itself be rejected under Section 4. Ads may not link to pages that automatically download files or request unnecessary permissions.
- If a digital campaign under-delivers, The State News Media Group will, at its option, extend the flight, run make-good impressions, or credit the undelivered portion. Under-delivery caused by advertiser delays (late or non-compliant creative, tag failures, landing-page issues) will not be credited.
- Ads sold through programmatic exchanges are subject to the exchange's policies in addition to these policies. SNMG maintains category and advertiser blocklists and may block any programmatic advertiser without notice.
- The State News Media Group does not sell targeting based on sensitive categories (e.g., health conditions, religion, sexual orientation, immigration status, or financial hardship). It does not knowingly target users under the age of 18.

- Reporting is provided upon request at reasonable intervals (typically at campaign midpoint and completion). Screenshots for print and digital placements are available upon request; tear sheets for print are provided at no cost when requested at the time of order.

8. Sponsored, Branded, and Native Content

- Sponsored content (also called branded, native, hosted, or promoted content) is paid material written in an article-style format. It is produced or reviewed by The State News Media Group's marketing and advertising staff, never by the newsroom. It is accepted only in the products and placements specified in the media kit.
- All sponsored content must be clearly and conspicuously labeled "Sponsored Content," "Paid Post," "Hosted Content," or "Paid Content" at the top of the piece, in the headline area on index pages, and in any social or email promotion of the piece, in compliance with the FTC's Native Advertising guidance. The label may not be removed, reduced, or obscured.
- Sponsored content carries the advertiser's name as the sponsor and does not carry a State News editorial byline. It is visually distinguished from editorial content and is excluded from editorial sections, the editorial RSS feed, and "most read" or "related stories" modules where technically feasible.
- Sponsored content produced or accepted by our staff is subject to the content standards in Section 4 and to The State News Media Group's editorial-style and factual-accuracy review. The State News Media Group may edit for length, style, clarity, and accuracy and may decline any piece. Advertisers will be provided a proof and must approve it before publication.
- Links within sponsored content are marked rel="sponsored" or rel="nofollow." Sponsored content may not be purchased for search-engine link building.
- Sponsored content remains published for the term stated in the order. The State News Media Group may archive, update the labeling of, or remove sponsored content after that term. Requests to remove or substantively edit content after publication may incur a fee.
- Sponsored content may not comment on, respond to, or be positioned as a rebuttal of The State News Media Group news coverage.

9. Editorial Independence

The State News Media Group's newsroom is editorially independent of its advertising, marketing, and business operations, and of Michigan State University. Advertisers, sponsors, and partners understand and agree that:

- Purchasing advertising or sponsorship does not entitle the advertiser to any news coverage, favorable coverage, reviews, mentions, or advance notice of coverage, and does not protect the advertiser from coverage.

- Advertisers may not review, approve, or influence editorial content, and may not condition an advertising commitment on editorial decisions. Any such request will be declined and may result in cancellation of the order.
- Advertising staff does not share unpublished editorial content with advertisers, and editorial staff does not sell advertising. Direct requests regarding coverage to the newsroom, not the advertising department. Any coverage requests sent to the business or advertising staff will be forwarded to the newsroom.
- Canceling or threatening to cancel advertising in response to coverage will not change The State News Media Group's editorial decisions.
- Advertising adjacent to news coverage of the advertiser, its industry, or a related controversy may be moved or held at The State News Media Group's discretion. Advertisers may request category-exclusion or sensitivity holds in advance, and The State News Media Group will honor them when reasonably possible but does not guarantee them.

10. Use of Names, Logos, and Endorsements

- The names and marks "The State News," "The State News Media Group," "statenews.com," and related logos are the property of The State News Media Group. Advertisers may not use them, or the phrase "as seen in The State News," in any advertising, promotion, or marketing without prior written permission.
- Advertisers may not state or imply that The State News Media Group or its staff endorse, recommend, or partner with the advertiser unless a written partnership agreement expressly permits it, and then only in the form approved.
- The State News Media Group is independent of Michigan State University. Advertising may not state or imply endorsement, sponsorship, or approval by Michigan State University. Use of Michigan State University's name, seal, "Spartans," "Sparty," the block S, or any other Michigan State University trademark is governed by Michigan State University's trademark-licensing program; advertisers are solely responsible for obtaining any required license, and The State News Media Group may require proof of licensing before publication.
- Advertisers may not use the name, image, or likeness of any The State News Media Group staff member, or of any student, faculty member, or Michigan State University athlete, without that person's written consent and, where applicable, compliance with NCAA, Big Ten, and Michigan State University name-image-likeness rules.

11. Email Newsletter Advertising

- Newsletter advertising is sold as banner placements, sponsored sections, or exclusive sponsorships in the State News Media Group's email newsletters. Deliverable units are "sends" to the subscriber list at the time of send; The State News Media Group does not guarantee list size, open rates, or click rates.

- The State News Media Group does not rent, sell, or share its subscriber lists or subscribers' email addresses with advertisers under any circumstances. It does not send dedicated third-party ("solo") emails unless expressly offered in the media kit and approved.
- All email advertising must comply with the CAN-SPAM Act. Advertisers may not include mechanisms to collect subscriber data within an email placement.
- Newsletter creative is due by the deadline in the media kit. Once a newsletter has been sent, it cannot be recalled or corrected; The State News Media Group's liability for an error in a sent newsletter is limited to a corrected placement in a subsequent send.
- Aggregate performance data (sends, opens, clicks) is available on request; individual subscriber data is never shared.

12. Social Media and Influencer Advertising

- Paid posts on The State News Media Group social media accounts are accepted only in the formats listed in the media kit, are subject to each platform's advertising policies and branded-content tools, and must be disclosed as paid (e.g., "Paid partnership," #ad, #sponsored) in a manner consistent with FTC endorsement guidance.
- The State News Media Group retains full control of its accounts. Advertisers are not given access to accounts, and the State News Media Group determines timing, caption wording (within the advertiser's approved message), and formatting. The State News Media Group does not guarantee reach, impressions, engagement, or that a post will remain live for any period and may remove a post that draws abusive or unlawful responses.
- The State News Media Group moderates' comments on its own posts under its community guidelines and is not responsible for user comments on paid posts. Advertisers may not use the State News Media Group accounts to run contests, collect user data, or direct users to content that would be rejected under Section 4.
- The State News Media Group does not act as a talent agency. Any arrangement in which a student journalist or the State News Media Group staff member personally promotes an advertiser is prohibited for newsroom staff and, for non-newsroom staff, must be approved in advance by the State News Media Group management and disclosed in accordance with FTC guidance.

13. Errors, Adjustments, and Limitation of Liability

- The State News Media Group makes every effort to produce error-free advertising. Advertisers must review proofs carefully; The State News Media Group is not responsible for errors in proofs approved by the advertiser or in materials supplied by the advertiser or its agency.
- Claims for errors must be made in writing to the advertising office within three (3) business days of the first publication or appearance of the ad. Claims received after that

period will not be honored. The State News Media Group is not liable for an error that does not materially affect the value of the ad.

- The State News Media Group's liability for any error, omission, failure to publish, or under-delivery, in any medium, is limited to the cost of the space or impressions actually occupied by the error, or to re-running the corrected advertisement, at the State News Media Group's option. Credit is applied to the account; no cash refunds are given. In no event is the State News Media Group liable for consequential, indirect, or lost-profit damages.
- The State News Media Group is not responsible for the reproduction quality of print advertising when materials do not meet published specifications and cannot guarantee exact color matching in print or across digital devices.

14. Creative Services, Materials, and Ownership

- Materials must meet the specifications and deadlines in the current media kit. Materials that do not meet specifications may be delayed, resized, or run as-is at the advertiser's risk, and may incur production charges.
- The State News Media Group offers ad design and production. SNMG provides proofs upon request once it receives materials by the proof deadline; advertisers are responsible for reviewing proofs and returning corrections by the deadline. If we do not receive a response, the ad will run as proofed.
- Original artwork, layouts, and copy created by the State News Media Group remain the property of the State News Media Group, whether or not a design fee is charged, and may not be reproduced in other media without written permission. Original artwork created by the State News Media Group may be licensed for use elsewhere upon payment of the applicable fee. Materials supplied by the advertiser remain the advertiser's property.
- The State News Media Group retains advertiser-supplied materials for 90 days after last use and may then dispose of them without notice. The State News Media Group is not responsible for loss of or damage to supplied materials.
- The advertiser represents that it holds all rights, licenses, and permissions needed for every element of the advertising it supplies, including photographs, illustrations, fonts, music, video, trademarks, and the name, image, or likeness of any person shown.

15. Events and Sponsorships

- • Sponsorship of SNMG events, publications, series, podcasts, or programs is governed by a written sponsorship agreement that specifies deliverables, recognition, exclusivity (if any), and term. Sponsorship recognition is limited to what is stated in the agreement.
- • Sponsorship does not confer editorial input into programming, speaker selection, or coverage of the event. Sponsors may be identified as such but may not be presented as a co-producer or host unless the agreement so provides. Event content, including panels and speakers, is determined by SNMG.

- • Sponsorship fees are due before the event or first deliverable. If SNMG cancels an event, the sponsor will receive a credit or refund of any fees for deliverables not provided. If a sponsor withdraws within 30 days of an event, fees are non-refundable.
- • On-site sponsor activities (sampling, data collection, signage, giveaways) must be approved in advance and must comply with venue, MSU, and city requirements.

16. Online Classified Advertising

- Digital Online Classified ads are accepted subject to all the policies above. Classified ads must be prepaid. Individual sellers must place private-party classified ads.
- The State News Media Group does not knowingly accept digital classified ads that are scams or that solicit payment in advance for goods, services, or employment (e.g., “send $5 for information”). It reserves the right to verify the identity and contact information of any classified advertiser.
- The State News Media Group is not a party to any transaction between classified advertisers and readers and makes no representation regarding the goods, services, housing, or employment advertised. Readers are encouraged to exercise caution.

17. Data, Privacy, and Audience Information

- The State News Media Group collects and uses audience data in accordance with its published Privacy Policy. Advertisers receive only aggregate, de-identified reporting. The State News Media Group does not sell, rent, or share personally identifiable information about its readers, subscribers, or users with advertisers.
- Advertisers that collect data from the State News Media Group audiences through their own landing pages, forms, contests, or pixels are solely responsible for compliance with applicable privacy laws (including the Children’s Online Privacy Protection Act, the CAN-SPAM Act, the Telephone Consumer Protection Act, and state privacy laws) and must disclose their practices in their own privacy policy.
- Because a substantial portion of the State News Media Group’s audience is students, advertisers may not use the State News Media Group placements to attempt to obtain student education records or other information protected by FERPA and may not target or collect data from users known to be under 18.
- The State News Media Group honors user privacy choices, including consent-management and opt-out signals, and will not run advertising that circumvents them.

18. Advertiser Representations and Indemnification

The advertiser and its agency, jointly and severally, represent and warrant that all advertising, materials, links, landing pages, and claims they provide are truthful, lawful, and do not infringe or violate any right of any third party. In consideration of the State News Media Groups acceptance of advertising for publication, the advertiser and its agency agree to indemnify, defend, and hold harmless The State News Media Group, its directors, officers, employees,

students, and agents from and against all claims, losses, damages, liabilities, costs, and expenses of whatever nature, including reasonable attorney's fees, arising out of the copying, printing, publishing, distributing, or transmitting of the advertising in any medium, including without limitation claims of libel, defamation, invasion of privacy, right of publicity, plagiarism, trademark or copyright infringement, false advertising, unfair competition, or violation of any law or regulation, including the unauthorized use of copyrighted material.

19. General Provisions

- The State News Media Group may revise these policies at any time. The version in effect on the date an order is placed governs that order. Current policies are available at https://statenews.com/marketing
- These policies, together with the applicable rate card, insertion order, and any written sponsorship or contract agreement, constitute the entire agreement between the State News Media Group and the advertiser. Terms on an advertiser's or agency's purchase order or insertion order that conflict with these policies are rejected and have no effect unless expressly accepted in writing by the State News Media Group General Manager.
- Failure to enforce any provision of these policies is not a waiver of the right to enforce it later.
- The laws of the State of Michigan govern these policies. Any dispute will be brought in the state or federal courts located in Ingham County, Michigan.
- Questions about these policies should be directed to:

The State News Media Group

Advertising Department

435 E. Grand River Ave

East Lansing, MI 48823

517-295-1681

advertising@statenews.com