

POLICIES AND REGULATIONS

COPY AND CONTRACT REGULATIONS

- Weekly contracted advertisers are asked to choose a specific day(s) for ads to run each week, but that may be changed during the contract term if necessary. However, ads must be inserted regularly every week to retain the contracted rate.
- National advertisers are not eligible for weekly contracts.
- Advertisers who fail to fulfill contractual obligations will be charged for the transient rate applicable to the amount of advertising space used, even if originally billed for a smaller amount.
- No copy is accepted over the telephone.
- Advertisers must use their contract space principally for the purpose of advertising the business for which the contract was made.
- Open contracts may be fulfilled in Senior and Freshman Issues.
- 2019-2020 contracted advertisers who have fulfilled their contracts may reserve additional advertising in the Senior and Freshman Issues at their contracted rate.
- 2019-2020 Contracted Rates apply when advertising in the Senior and Freshman Issue.

PAYMENT REGULATIONS

- The Sun reserves the right to request payment before publication. All out-of-town advertising must be paid for in advance unless credit is already established.
- Open account payments are due within 30 days of billing date. An interest charge of 1.5% per month will be assessed on all overdue accounts.

Special Cases

- All advertising is subject to the approval of the Business Manager. The Sun reserves the right to refuse any advertising or limit the advertising content of any issue.
- Substantiation or proof of claims made in advertisements must be supplied upon request of The Sun.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with The Sun's policies will be binding on The Sun.
- In consideration of the acceptance of any advertisement the advertiser and the agency must in respect to the contents of the advertisement indemnify and save The Sun harmless against any expense arising from claims or actions against The Sun because of the publication of the contents of the advertisement.

MECHANICAL REQUIREMENTS

- The minimum display advertising space accepted is two column inches.
- All advertisements must be at least as many inches high as columns wide.
- The only height accepted over 13 inches is 16 inches.
- All advertisements smaller than a full page must have a distinct edge or border on top and bottom at least.
- Normal graphic design and typesetting work for Sun advertising will be provided at no charge. However, excessive work on an ad will require payment of an additional composition charge.
- Advertisements must be complete (except normal composition) when received by The Sun. No part of the contents of the advertisement can be returned or released except as a proof prior to the date of publication.
- Advertiser bears the responsibility of providing digital artwork in a format acceptable to The Sun. PDF format is preferred. Contact the Sun office for more information.