



[Terms, Conditions, and Policies]

Advertising and Underwriting

The signed insertion order for publication or broadcast signifies acceptance of the policies and provisions in the media kit.

College Media Solutions reserves the right to reject or revise any advertisement or underwriting at any time prior to publication or broadcast.

Advertisements resembling news items will be labeled as advertisement.

The *Collegiate Times* offers demand position at a 25% premium for ads which are a quarter page or larger. Larger ads and color ads take precedent and demand position may not be available. Other position requests can be made and will be honored whenever possible.

College Media Solutions will provide the first hour of design free of charge. Charges for extensive layout and design work will be billed at \$20.00 per hour after the complimentary period.

Color is accepted contingent upon there being adequate color placement in the publication. If your ad cannot be run in color, it will be run as a black composite and you will be billed at the black rate.

Composition and artwork created by College Media Solutions are the property of EMCVT and may be published elsewhere only with written permission from the advertising director.

Stock photography, illustrations, or extensive custom art incur extra charges and will be provided at the customer's request.

All cancellations must be received prior to the regular advertising deadline. Ads cancelled after deadline will be billed at full value.

The client must proof all ads unless they have selected to waive this option on the insertion order.

Ads that run incorrectly because the proof was returned by the advertiser after deadline or was not returned at all will be billed at the full value.

Ads that are in error due to the fault of College Media Solutions and are not worth their full value will be discounted at the discretion of the advertising director based on the portion of the ad that was in error.

College Media Solutions is not liable for typographical errors that do not lessen the material value of the advertisement. A subjective view of creativity is not a factor in deciding whether a discount is warranted.

Liability for errors is limited to the cost of the space or time purchased and is limited to the first insertion of such error. Claims for allowance must be made within 10 business days. EMCVT is not liable for damages caused by content of paid advertisements or by poor production quality due to printing flaws.

The advertiser assumes full liability for his/her advertisements and agrees to hold Educational Media Company at Virginia Tech, Inc. (EMCVT) harmless for the content of all advertisements authorized for publication or broadcast and any claims that may be made against EMCVT.

Rates and Bulk Contracts

All rates are net (non-commissionable).

Newspaper ads 17 or more inches in depth will automatically be billed for the full 21.5 inches.

Volume contract terms not met by the advertiser will be short-rated, or subject to charges equal to the rate actually earned by the volume of ads placed in the contract period. Upgrades to volume contracts will increase the discount on future advertising but are not retroactively applicable to prior advertising.

Each insert counts as a full-page *Collegiate Times*' ad (129 column inches) towards contract fulfillment.

Agencies placing ads on behalf of clients are jointly and severally liable for the full cost of advertising. Agencies placing ads on behalf of non-profit clients do not qualify for the 10% non-profit discount.

Only individual advertising clients are eligible for volume contract discounts. Agencies may not combine multiple clients for contracts. University clients are defined as departments with unique fund accounts.

The publisher reserves the right to sell special promotion and advertising packages that carry special rates.

The *Collegiate Times* reserves the right to bill any party that chooses to attach unapproved advertisements of any kind to a *Collegiate Times* newspaper rack at a rate of \$100.00 per day per attachment per rack.

Payment

Payment must be made with insertion order unless credit has been established with Educational Media Company at Virginia Tech, Inc. (EMCVT). We accept Visa, Mastercard, American Express, Discover Card, and Hokie Passport. Virginia Tech departments may be required to provide a purchase order or HokieMart number with the insertion order.

There is a \$20.00 service charge on all returned checks.

For information on applying for a credit account with student media, please contact the office manager. Credit applications must include two media credit references, a release for bank account information, and an FEIN or SSN. Credit is never extended for national ads not placed through an agency, classified advertising, political advertising, "going out of business" ads, and spring break travel.

Billing terms are net amount due and payable in 30 days from invoice date. All unpaid balances at the end of this period will pay a finance charge of 1.5% per month or 18% APR. Accounts carrying a balance over 60 days may not advertise until the outstanding balance is paid in full. Credit privileges will be revoked for accounts with a history of slow payment. Accounts 120 days overdue are sent to an attorney for collections. Delinquent accounts sent to collections will pay reasonable collection and attorney fees of one-third (1/3) of the outstanding balance.

Invoices and *Collegiate Times*' tearsheets for print advertising are mailed the week of publication. Statements, summarizing the previous month activity, are sent at the beginning of each month. Invoices for broadcast underwriting or advertising are sent monthly.

Classified ads requiring tearsheets must include a self-addressed stamped envelope.