



CHRONICLE MEDIA

**Rates & Policies
2018**

What We Do

We provide businesses with tailored marketing, advertising and lead generation solutions that get results. Our unique legacy of success working with businesses in the CSRA spans over 232 years. We know the CSRA, and we use our knowledge of the area and unmatched resources to help our partners connect, engage, and win in the marketplace.

Our Approach

We build lasting relationships by understanding your specific goals and creating custom solutions that achieve those goals. And when new challenges arise, we are here to help you adapt and find new ways to win. We are local, and we are in business for local businesses. If you don't succeed, we don't succeed, so we approach your needs as our own.



Contact Info

MAIN PHONE LINE	706.724.0851
TOLL FREE	866.249.8223
RETAIL PHONE LINE	706.823.3283
CLASSIFIEDS PHONE LINE	706.262.2222

JAMES HOLMES

Vice President of Sales
james.holmes@chroniclemedia.com
706-823-3400

TIM HORTON

Advertising Director
tim.horton@chroniclemedia.com
706-823-3664

SEAN BIELINSKI

Local Territories
Sales Manager
sean.bielinski@chroniclemedia.com
706-823-3259

The Augusta Chronicle
www.augustachronicle.com

*The Columbia County
News-Times*
www.newstimesonline.com

North Augusta Today
www.northaugustatoday.com

The People-Sentinel
www.thepeoplesentinel.com

Hampton County Guardian
www.hamptoncountygardian.com

Sylvania Telephone
www.sylvaniatelephone.com

The News and Farmer
www.thenewsandfarmer.com

Your Audience Delivered:

101,465*

Weekly reach of
The Augusta Chronicle.

*Alliance for Audited Media, Q2 2017.
National Newspaper Association, 2.3 Readers/Copy

165,338**

Average weekly Unique Visitors
to augustachronicle.com.

**August 2017, Google Analytics

Local Print Rates

Base Rates

PCI = Price Per Column Inch

Retail	PCI
Monday - Tuesday	\$19.00
Wednesday - Thursday	\$20.00
Friday - Saturday	\$22.00
Sunday	\$24.00

Modular Discounts

There are 24 modular rate options ranging from 1 column x 1.75" to full pages, offering a 1% to 49% discount from open rates.

*Ask your sales representative for more details.

Discounts**

By Dollar Volume Commitment

Commitment Level	Discount off Base Rate
\$0	0.00%
\$3,000	5.00%
\$3,750	6.00%
\$4,700	7.00%
\$5,900	8.00%
\$7,350	9.00%
\$9,200	10.00%
\$11,450	11.00%
\$14,350	12.00%
\$17,900	13.00%
\$22,400	14.00%
\$27,950	15.00%
\$34,950	16.00%
\$43,700	17.00%
\$54,600	18.00%
\$68,250	19.00%
\$85,300	20.00%

Frequency Program*

Frequency	Discount
1 Insertion	0.0%
2 Insertions	5.0%
3 Insertions	7.5%
4 Insertions	10.0%
5 Insertions	12.5%
6 Insertions	15.0%
7 Insertions	17.5%

Frequency discount applies to all ads that are part of the package. All ads must run within a 6 days of the first ad. No copy changes are allowed. All packages are pre-sold; Advertiser must agree to the package when the order is placed

**Dollar Volume Discounts are applied by committing to any dollar volume and you will receive the applicable discount to your rate.

Regional Advertising Rates

Open Rates		
Mon-Thurs	Fri & Sat	Sunday
\$54.41	\$62.97	\$69.73

Level	Contract Rates		
	Mon-Thurs	Fri & Sat	Sunday
\$1000-\$6250	\$48.54	\$56.90	\$63.49
\$6251-\$18695	\$48.09	\$56.32	\$62.80
\$18696-\$36715	\$47.52	\$55.76	\$62.17
\$36716-\$54,790	\$47.07	\$55.14	\$61.52
\$54,791-\$72,999	\$46.56	\$54.63	\$60.31
\$73,000-\$100000	\$46.10	\$54.05	\$59.00

Color Rates

Color is a 25% up charge to any base ad prices.

Mechanical Info	Column Specs			
	Columns	Inches	Picas	Points
1 column	1.5"	9p	108	
2 columns	3.125"	18p9	225	
3 columns	4.75"	28p6	342	
4 columns	6.375"	38p3	459	
5 columns	8"	48p	576	
6 columns	9.625"	57p9	693	

Standard Modular Size	Size	Broadsheet		Tabloid	
		Columns	Inches	Columns	Inches
	Full Page	6 x 20.25"	9.625" x 20.25"	6 x 9.75"	9.625" x 9.75"
	1/2 pg V	3 x 20.25"	4.75" x 20.25"	3 x 9.75"	4.75" x 9.75"
	1/2 pg H	6 x 10"	9.625" x 10"	6 x 4.75"	9.625" x 4.75"
	1/4 pg V	3 x 10"	4.75" x 10"	3 x 4.75"	4.75" x 4.75"
	1/4 pg H	6 x 5"	9.625" x 5"	6 x 2.25"	9.625" x 2.25"
	1/8 pg	3 x 5"	4.75" x 5"	3 x 2.25"	4.75" x 2.25"
	Double Truck	13 x 20.25"	19.5" x 20.25"	13 x 9.75"	19.5" x 9.75"

Pre-print Advertising Rates

Frequency rates quoted are cost per thousand (CPM). Customized zoning is available upon request. Surcharges may apply to distribution quantities less than 10,000*.

Preprint Frequency Rates - Wednesday - Friday *Minimum quantity 10,000 required.*

Size	1-2	3-12	13-25	26-47	48-95	96-119	120-145	146+
Card	42.25	36.25	35.35	34.25	33.75	33.25	32.25	31.75
4tab/2std	49.25	43.25	41.25	40.25	39.25	38.25	37.25	36.75
6tab/12	60.25	51.25	50.25	48.25	46.25	43.25	41.25	39.25
8tab/4std	70.25	60.25	58.25	55.25	52.25	49.25	46.25	41.25
12tab/6std	77.25	65.25	63.25	60.25	56.25	53.25	50.25	44.25
16tab/8std	82.25	69.25	67.25	64.25	60.25	56.25	53.25	47.25
20tab/10std	86.25	72.25	70.25	66.25	63.25	59.25	55.25	49.25
24tab/12std	88.25	74.25	72.25	68.25	64.25	61.25	57.25	50.25
28tab/14std	91.25	77.25	74.25	70.25	66.25	62.25	58.25	51.25
32tab/16std	94.25	79.25	76.25	72.25	68.25	64.25	60.25	53.25

Preprint Frequency Rates - Sundays and Holidays *Full circulation required*

Size	1-2	3-12	13-25	26-47	48-95	96-119	120-145	146+
Card	45.50	38.50	37.50	36.50	35.50	35.00	34.50	33.50
4tab/2std	52.50	46.50	44.50	42.50	41.50	40.50	39.50	38.50
6tab/12	64.50	54.50	53.50	51.50	49.50	46.50	44.50	41.50
8tab/4std	75.50	64.50	62.50	59.50	56.50	52.50	49.50	44.50
12tab/6std	82.50	69.50	67.50	64.50	60.50	56.50	53.50	47.50
16tab/8std	87.50	74.50	71.50	68.50	64.50	60.50	56.50	50.50
20tab/10std	92.50	77.50	75.50	70.50	67.50	63.50	59.50	52.50
24tab/12std	94.50	79.50	77.50	72.50	68.50	65.50	61.50	53.50
28tab/14std	97.50	82.50	79.50	75.50	70.50	66.50	62.50	54.50
32tab/16std	100.50	84.50	81.50	77.50	72.50	68.50	64.50	56.50

No preprint inserts on Mondays, Tuesdays, or Saturdays.

Total Market Coverage

Select Market coverage distributed to non-subscribers

Size	CPM
Card	28.00
4 tab/ 2std	28.00
6 tab	39.00
8 tab/ 4std	39.00
12 tab/ 6std	46.00
16 tab/ 8std	51.00
20 tab/10std	58.00
24 tab/12 std	63.00
28 tab/ 14std	69.00
32 tab/ 16 std	75.00

Poly Bags*

Monday-Sunday \$50/cpm
Add \$5 cpm for bag sample or printed materials. All bags must be approved before quantity/usuage.
*Minimum count of in home delivery customers must provide polybags.
Mechanical
Monday-Saturday - 6.5" x 19"
Sunday - 10" x 21"
Gauge - 0.0008

Front Page Notes

Quantity	1x	6x	12x
25,000-49,000	\$45.00	\$40.50	\$36.00
50,000-74,000	\$40.00	\$36.00	\$32.00

*The rates shown above are per 1,000 and applicable per each creative ordered. Minimum of 25,000 per creative. Additional charges for shapes and variable data. If your order is of a smaller amount than another customer of the same day, you may lose that date. Full run required on Sunday front page notes.

Deadlines

Orders must be submitted 12 days prior to publication date.* Deadline for receiving preprinted inserts is 10 days prior to publication date.*
*Please check with your assigned sales representative for holiday ordering and delivery deadlines.

Pre-print Delivery

Preprint deliveries are accepted prepaid Monday- Friday from 8:00 am - 4:30 pm, our docks are closed on holidays. Deliveries must include all required information to ensure accurate fulfillment. See 'Advertising Preprint Guidelines' for additional specifications and information.

Pre-prints should be shipped to:
The Augusta Chronicle c/o The State
1401 Shop Rd
Columbia, SC 29201
Phone (803) 771-8314

*Cards/Envelope Size Requirements- Maximum size 10"x10", Minimum size 8"x 6"
Mailer Envelopes - Glue Seal, Short Seal - 4.5" x 6.75" long; Long Seal 6.75" x 7.5" long



Pre-print Specifications & Requirements

The following guidelines are applicable to all free-standing inserts ("FSI"). In order to achieve the most accurate fulfillment possible, all of these conditions must be followed.

Circulation

Preprint projections should be used for calculating all orders. Because circulation varies seasonally, preprint projections are updated regularly to accurately track circulation trends and to assist our advertisers in calculating preprint quantities. All estimates of circulation are projections, and are therefore, subject to change without notice. The number of F.S.I. needed can be estimated once a publication date is selected. Please call to verify quantities before ordering.

Although preprint projections include a 2% pad for spoilage, single sheet inserts require a total of 3% pad per spoilage. 5% spoilage is necessary for out of specification inserts or inserts printed on lightweight papers. Inserts of poor quality or those that are under specifications may experience a higher than average percentage of misses or doubles when mechanically inserted and accuracy cannot be guaranteed. Check with your sales representatives to determine the proper estimate.

Machine Insert Size Restrictions:

- Minimum Size: 8" x 6"
- Maximum Size: 10" x 10"

The longest/widest side of the insert should be the leading edge (the folded or bound side of the insert). This side is used to determine compliance with maximum size restriction. FSIs not meeting these specifications may not be accepted for machine insertion. Additional charges for distribution may apply, and costs vary.

Machine Insert Size Restrictions:

- Minimum Thickness: 0.007" (7/1000)
 - 80lb offset or 100lb gloss cover stock are recommended for single sheets
- Maximum Thickness: 1/4 inch

Minimum thickness is for single sheets, cards and envelopes. Standard broadsheet and standard tabloid inserts printed on 30lb newsprint must be a minimum of 8 pages. Newsprint inserts of less than 8 pages may require quarterfolding for insertion to meet the minimum thickness specification.

Out of Spec Inserts:

FSIs not meeting insert machine specifications, those that are die-cut or those that contain objects require prior packaging approval for special handling. In some instances, 100 copies may be required for inserter machine testing. Some out of spec inserts may be accepted and hand inserted for an additional cost. FSIs with the following characteristics may pose problems for machine insertion. Please contact your sales representative to arrange a test for production compatibility and packaging approval before placing an order.

- Non-rectangular, tri-fold, or die-cut, special shape inserts. Accordion folds cannot be accommodated.
- Inserts of inconsistent thickness (non-uniform thickness or a lump in an insert, pre-stuffed inserts).
- Inserts that stick together and do not separate consistently.
- Inserts that are glued, stapled, stitched, perforated or perfect bound.
- Inserts that contain objects (such as keys, coins, cd's, etc.) attached to any page.
- Sachets containing scented objects, liquids or shampoos.
- Poly-bags, paper-bags or product samples.

Pre-print Specifications & Requirements

Skid Pallet Packaging Requirements:

- Standard plywood pallets, 40" wide by 48" deep or Perfect Pallets. Loaded pallets must not exceed height of 5.5 ft and 2,000 lbs and must be bound securely.
- Use a wood top skid of the same outside measurements as the bottom skid.
- Each stack should be 8" to 10" high- all inserts in a stack must have folded edge facing same direction.
- All inserts in a stack must have the same top page up. Stacks should be brick-piled.

Packaging for Shipment Requirements:

- Preprints inserting into multiple products and/or publishing on multiple days must arrive divided and flagged for each product and/or publication date.
- Multiple versions running on the same distribution date must be flagged separately
- Stack supplements on non-returnable wood skids or Perfect Pallets designed for use with forklift trucks.
- Add a protective cover to the bottom skid before stacking and another before topping to prevent damage to supplements from green lumber and adverse weather.
- Place a tie sheet of cardboard between each tier. This is particularly important if there gaps between lifts in a tier. In a perfectly stacked load without gaps, a tie sheet may be placed between each 2 or 3 tiers.
- Load so that outside supplements are flush with the edges of the skid and are exactly perpendicular. Inserts sticking out can be torn by the bands or by the sides of the trucks.
- Secure each loaded skid with at least 4 taut metal or plastic bands, but don't tighten excessively or the top supplements maybe bent and the floor of the bottom skid may be loosened.

Skid Pallet Tag identification Requirements:

- Number each skid and make sure each (except the last one) has the same number of inserts.
- Attach to one side of each skid a ticket providing the following information:
 - Name of insert
 - Total number of inserts
 - Newspaper to distribute insert
 - Total number of skids
 - Date of distribution
 - ID number of this skid
 - Version identification
 - Number of inserts on this skid
 - Name of printer and contact phone number
- Display on two sides of each skid a copy (or cover) of the insert.
- Never tie inserts, cards, or envelopes together in bundles with rope, string, wire, other devices.
- Make sure all changes to skid numbers or product amounts are initialed with a contact phone number.

Card/Envelope Packing Requirements:

- Preprinted cards and inserts of one page must be printed on a bulk heavy stock - at least 70 pounds.
- If a card has unusual dimensions or folds, we require a sample of 100 (the card or a prototype) for a test run at least 30 days prior to distribution.
- Do not tie in bundles with rope, string, wire, rubber bands or other items.
- If you use cardboard boxes for cards, envelopes or small inserts, place them in rows in turns of 6 to 8 inches with dividers between rows. If more than one layer is to be included in the box, use a cardboard separator atop each layer. Fully pack all boxes. If the last box isn't full, secure the material internally.

Delivery via Courier

If sending small shipments via courier (UPS OR FED EX) please make sure they are addressed and delivered to the loading dock. Mark each box with the advertiser's name, run date, and quantity per box. Inside one box, please include a packing slip with the same information listed on the Bill of Lading requirements.

Bill of Lading (B.O.L.) requirements

- B.O.L. number
- Publication date
- Total number of F.S.I.
- Number of skids
- Name of shipper
- Weight of skids
- Name of F.S.I.
- Version information (if applicable)
- Address of shipper
- Delivery date
- Contact phone number
- Name of printer and contact number

For additional questions please check with your sales representative.

Pre-print Policy

We at Gatehouse Media LLC and our affiliated companies appreciate your business and strive to deliver superior service to our Advertisers. The following policies are applicable to the inclusion of free-standing inserts ("FSI") in our core newspapers and any of our ancillary publications:

1. Billing.

Advertiser's orders for FSI quantities will be based on estimated circulation for the applicable issue provided by us to the insert advertiser or its representatives (collectively, the "Advertiser"). The FSI quantities billed by us and due from Advertiser are based on the quantities reported on the Advertiser's insert order. We provide the FSI delivered quantity requirements to Advertiser based on our estimated circulation for the delivery date of the relevant newspaper product, plus provision for unsold copies of the newspaper, estimated shipment and machine damage, and other unanticipated fluctuations. Circulation is variable; therefore, it is recommended that each Advertiser contact its sales representative with our company immediately prior to the printing of Advertiser's FSI in order to obtain the then estimated needs. Due to the uncertainties involved, we will not be responsible, nor provide rate adjustments, credits or refunds, for shortages or overages realized through circulation fluctuations, circulation missed caused through shortages in Advertiser's insert quantity delivered, or shortages' resulting from FSI's not complying with our Preprint Specifications and Requirements Policy described below.

2. Excess and Shortages.

For all insertion orders, Advertiser must indicate how excess inserts or shortages are to be addressed. If no such instructions are provided, you understand that we may, in our discretion, distribute available inserts as we deem appropriate and destroy any excess inserts provided.

3. Out of Specification Inserts.

FSIs not meeting the specifications set forth in our Preprint Specifications and Requirements Policy, as set forth on our website and updated from time-to-time, may pose problems for machine insertion. If "out of spec" inserts are accepted by us, we will use commercially reasonable efforts to fulfill the order and the Advertiser will be billed based upon the Advertiser's insert order as provided above. Certain types of "out of spec inserts" may be accepted by us for hand insertion at an additional cost. All hand insertion orders must be formally agreed to in writing by an authorized representative of our company. Each Advertiser should check with its sales representative with our company before placing an order which may not meet our Preprint Specifications and Requirements Policy.

4. Consequential Damages.

In no event shall we be responsible for any consequential damages Advertiser may suffer in connection with the ordering of advertising from us. This shall include any printing, delivery, preprint production costs, lost revenue, lost profits or other consequential damages. Our maximum liability for any claims related to the insertion and delivery of Advertiser's FSIs shall be limited to the fees paid to us for the applicable insert order.

Classified Advertising Rates

Local Open Line and Display Rates

Print			Online		
Ads Publishing	# of times publishing	Rate Per Line	Ads Publishing	# of times publishing	Rate Per line
Monday - Thursday	1 to 2 days	\$5.47	Monday - Sunday	1 day to 13 days	\$5 per day
	3 to 7 days	\$5.41		14 days	\$30 (flat charge)
	8 to 14 days	\$5.15			
	15 to 29 days	\$4.65	30 days	\$50 (flat charge)	
	30 to 31 days	\$4.10			
Friday - Saturday	1 to 31 days	\$5.79			
Sunday	1 to 31 days	\$6.10			

Real Estate Line Rates

Print	Ads Publishing	Rate	Frequency program applies, ask your sales representative for details.
	Monday - Friday	\$4.18	
	Saturday	\$4.52	
	Sunday	\$4.77	

Online	Ads Publishing	# of times publishing	Rate Per day:
	Monday - Sunday	1 day to 13 days	\$5 per day
		14 days	\$30 flat charge
		30 days	\$50 flat charge

Legal Rates

Print	Line Rates:		
	\$10.00	\$10.00	\$9.00
	For the first 106 words	per 100 words over the base 106	per 100 words starting on 5th day of publication

Obituaries

Online	Ads Publishing	# of lines publishing	Rate:
	Monday - Sunday	1-30	\$10
		31+	\$0.95 per word
	Additional Days	1-30	\$10
		31+	\$0.475 per word

All ads ordered for print will be placed online and charged an additional \$36.75 per ad.

Recruitment Advertising Rates

Local Rates	
Open Line Rate	
Day 1	\$11.76/line
Day 2	\$13.90/line
Day 3	\$16.85/line
Day 4	\$20.86/line
Day 5	\$21.09/line
Day 6	\$21.19/line
Day 7	\$21.34/line

Minimum line count 4

National Rates ¥	
Open Line Rate	
Day 1	\$18.29/line
Day 2	\$25.33/line
Day 3	\$32.21/line
Day 4	\$40.69/line
Day 5	\$40.93/line
Day 6	\$40.91/line
Day 7	\$41.52 /line

Minimum line count 8

All print rates include requested dates in The Augusta Chronicle and one publication in the following: Columbia County News Times, Jefferson News & Farmer, People-Sentinel, and North Augusta Today.

¥ All prices are gross rates. A 15% discount will be given to valid national recruitment agencies and ads will be billed net charges.

Employment Advertising Packages

Targeted Package

Featured, Spotlight, Niche

\$260/AD
20% Savings!

Healthcare Professional Package

Featured, Spotlight, Healthcare Nursing

\$285/AD
25% Savings!

Social Media Package

Featured, Spotlight, Social Media Optimization

\$260/AD
25% Savings!

Digital and Mobile Display



AugustaChronicle.com

Starting at \$8 cpm

Digital sizes in pixels

AugustaChronicle.com

728x90

160x600

300x250

Mobile advertising

Starting at \$8 cpm

We are a full-service display advertising platform, built to excel in search retargeting, retargeting, contextual and demographically targeted display campaigns. Our technology brings the efficiency and keyword level control of search marketing together with the reach and the brand impact of display advertising. Enabling clients to engage their customers across all aspects of the purchase funnel!



Chronicle Media's Engine 212° allows you to focus your online ad campaign on customers who are interested in your products and services. You choose the campaign tactic and pricing, we handle the rest. If you prefer a more hands-on approach – you can do that too. Build the package that is right for you and your business. Partnering with Chronicle Media and Engine 212° provides you:

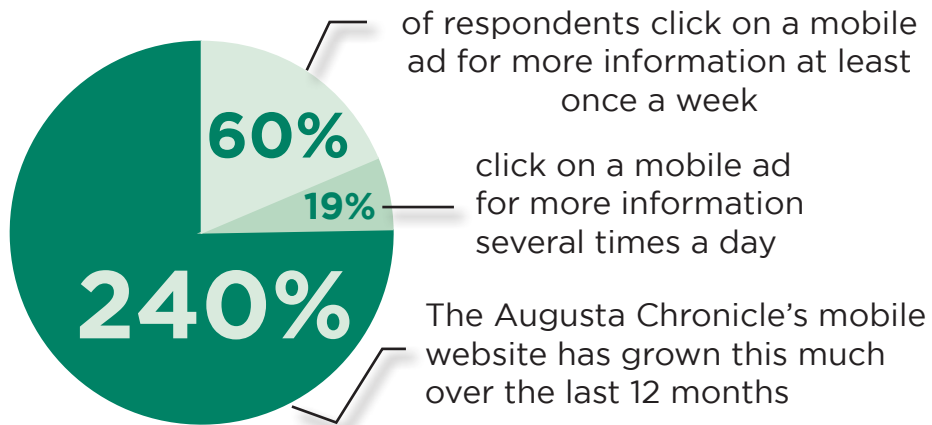
Search Retargeting
Contextual Keyword
Targeting

Category Targeting
Site Retargeting
RON (Run of Network)

Mobile Display

The Augusta Chronicle Mobile

Internet usage on mobile phones has skyrocketed in the last two years with 89% of Americans using their smart phones throughout their day-to-day lives. 65% of mobile content consumed is LOCAL! Advertising on mobile augustachronicle.com allows our advertisers to reach their clients even while they are on the go.



The Augusta Chronicle has rapidly become the site to trust to review up-to-date news, to check out sports scores, browse event listings, read through the obits and so much more. Place your ad on m.augustachronicle.com and place your message into the palms of consumer's hands!

iPad® and Apps

Along with our mobile website we also offer advertising on our iPad and Mobile apps. The advertising capabilities include custom banners and iPad Interstitials. Over 20,000 Augusta Chronicle mobile apps and over 13,000 iPad issues have been downloaded. Advertisers can reach out to an affluent and desirable population of users through these applications. Research shows 51% of americans owned tablets at the end of 2016.

More than print: Stories & advertising can be enhanced with video, audio, URLs or slideshows making the user experience unparalleled.

Not just editorial: Ads can have rich media components layered on top such as video or audio

Dynamic: Breaking and updated news appear in their own section, keeping subscribers up-to-date throughout the day

Untethered: Read online or offline. Once downloaded, you will be able to read the iPad version of The Augusta Chronicle at anytime, with or without internet service.

Digital Services

We help local businesses use digital marketing that makes local sense!

Expand Your Customer Base -

Engage new customers and increase your business' visibility with a multi-faceted digital campaign.

Promote Your Business -

Stand out in the digital marketplace with our expert Social Media Marketing Services.

Focus On Your Target Market -

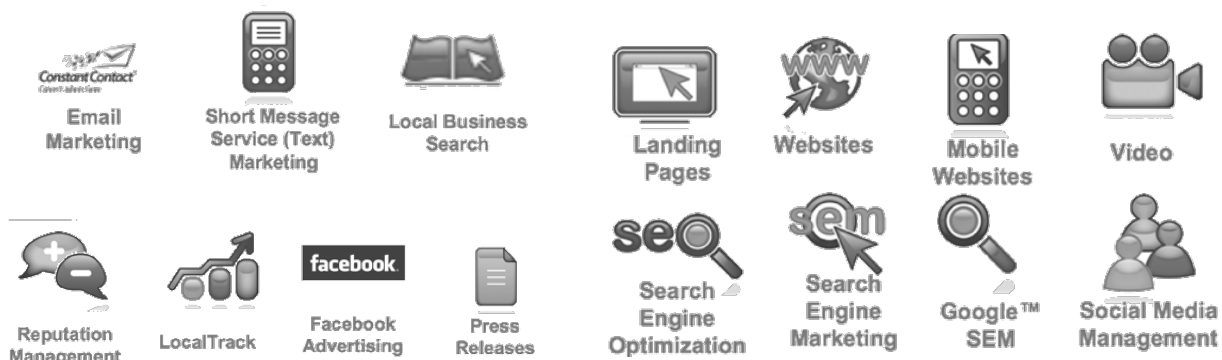
Identify and engage your audience with the help of our Internet Marketing Consultants and take a precision approach to your business' advertisement.

Increase Web Visibility -

Make sure you are seen using the proven techniques and the tested knowledge of your personally assigned Search Engine Optimization Expert. With Search Engine Marketing, the demand is there: it is a matter of being found.

Let us put together a custom package for you! Contact a sales rep for details.

Directional Advertising • Advertising Analytics • Creative Advertising

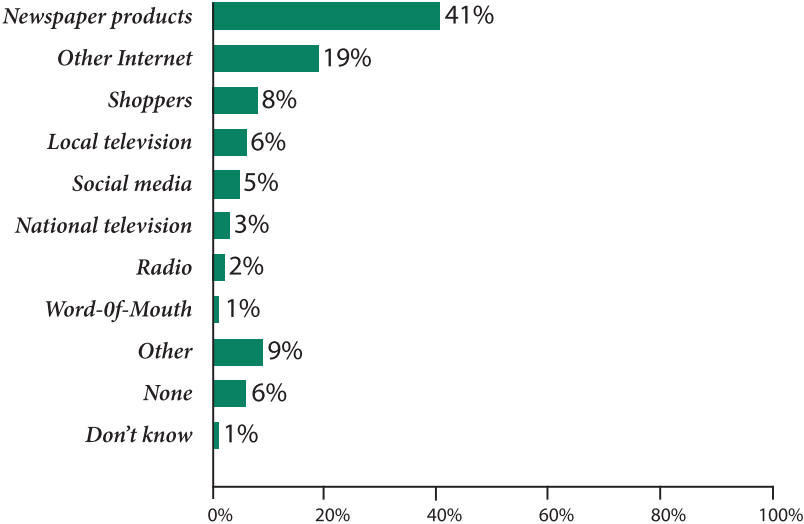




**HOW GEORGIA
NEWSPAPERS
STACK UP**

**CONSUMERS CONSULT
NEWSPAPERS
BEFORE SHOPPING**

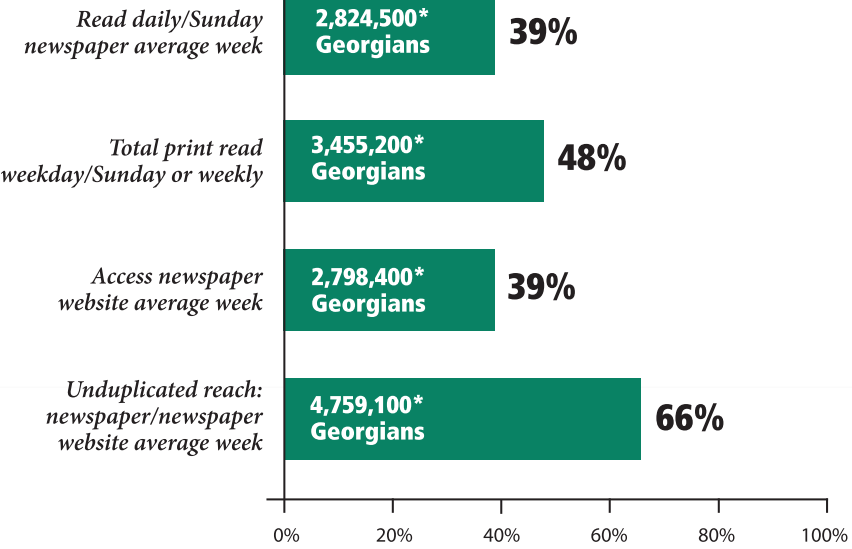
Newspapers are 54% more likely than any other media to be the source consumers use before shopping.



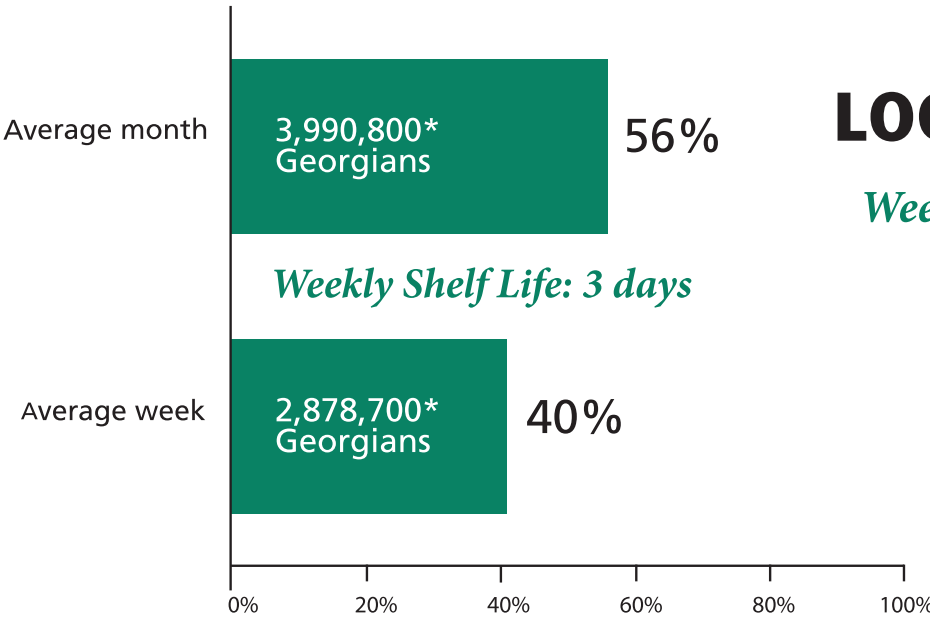
Source: American Opinion Research, 2016

READERSHIP

Two-thirds of consumers use a newspaper product.



* (No. of adults)
Source: American Opinion Research, 2016



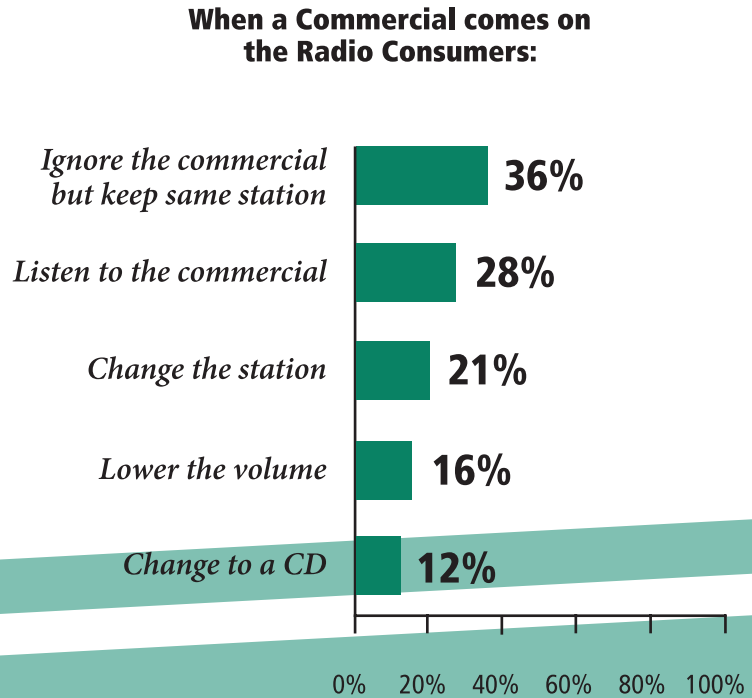
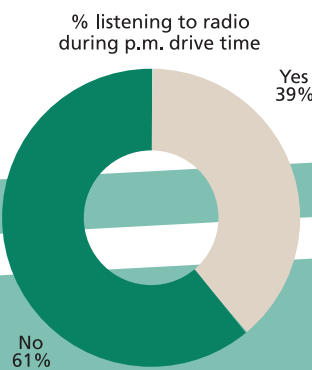
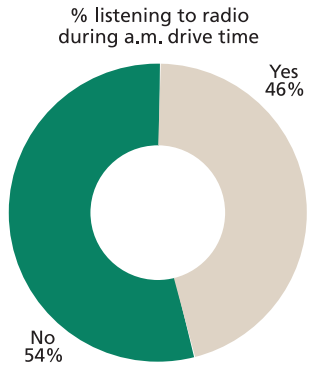
REACHING THE LOCAL COMMUNITY

Weekly/community newspapers reach millions, and have a long shelf life.

*(No. of adults)
Source: American Opinion Research, 2016

COMPARED TO RADIO

Most consumers don't listen to radio (which is generally very fragmented); then most don't listen to commercials.





General Policies

Effective Jan. 1, 2017

FILE FORMAT

The preferred file format for a camera-ready advertisement is an Acrobat PDF with all fonts and graphics embedded. This ensures top quality. You may send native files in Adobe InDesign, provided you include all supporting art files and all fonts. All layout files and art must use Grayscale or CMYK colors - NO PANTONE OR SPOT COLORS.

FILE DELIVERY

Ads can be delivered electronically to The Augusta Chronicle in a variety of ways. The preferred vehicle of delivery is via The Augusta Chronicle FTP (File Transfer Protocol) site. This provides the quickest, most reliable vehicle of delivery. You may send PDFs of all native files and fonts via FTP (you will need to have software that can access an FTP site). Please contact your sales rep to set up an individual customer account. PDFs may also be sent via ad delivery services such as AP, Adsend, Fastchannel, or Ad Direct. Ads may also be sent by email, provided the file size is less than 2.5 MB. This is the least reliable vehicle, as there are many factors that may disrupt the delivery of an email. If you use a compression program, please make sure that it can be uncompressed using Stuffit Expander or is saved as a SEA (Self Expanding Archive). Additionally, ads may be sent on CD-ROM. Please notify your account representative prior to transmission. The following information should be supplied with each ad that is submitted: Advertiser name, run date, ad size, file name, software/version, and black-and-white or color.

POLICY

Joint and Several Liability: If advertiser utilized an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the advertising Agreement and rate card. **No Sequential Liability:** The advertising Agreement renders void any statements concerning liability which appear on correspondence from Agency/Advertiser and the agreement is binding without the written consent of

the Newspaper's Credit Department. It is further agreed that the Newspaper does not accept advertising orders or space reservations claiming sequential liability. **Typographical errors, incorrect insertions or omissions:** The advertising Agreement cannot be invalid for typographical errors, incorrect insertions or omissions in advertising published. The Newspaper agrees to run a corrective advertisement for the portion of the first insertions which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify the Newspaper of such errors in time for correction before the second insertion. The newspaper shall not be otherwise liable to Advertiser for any other loss or damage that results from the incorrect publication for omission of its advertisement.

Indemnification: Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses of any nature whatsoever (including reasonable attorney's fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising. **Ownership of Advertising Copy:** All advertising copy which represents the creative effort of the Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Newspaper, including all rights and copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without the Newspaper's prior written consent.

Taxes: In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be billed to and paid by the Advertiser. **Assignment:** Advertising agreements may not be assigned or transferred by Advertiser without written consent of the Newspaper.

Credit Check: An advertising Agreement is subject to a satisfactory credit check on Advertiser and/or agency.