

POLICIES AND PROCEDURES

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1. *The Frederick News-Post* reserves the right to edit, alter, or omit any advertisement. Position cannot be guaranteed. We will attempt to accommodate paid position advertisers.
2. *The Frederick News-Post* assumes no financial responsibility for typographical errors or for omission of copy. *The Frederick News-Post* shall assume liability for typographical errors only for the first insertion of an advertisement, and its liability shall not exceed the cost of the space occupied by the error. In no event shall the publisher be liable or responsible for errors that do not materially affect the value of the advertisement or for errors due to omission of material by the advertiser. Error adjustments shall be given in the form of either **(A)** additional advertising space or **(B)** cancellation of the charge or refund of any payment for the advertising space involved. Claims for adjustments must be made within seven (7) days of publication. In the event of an error or omission, we will, if requested, furnish a letter of explanation which can be used by the advertiser. *The Frederick News-Post* shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement.
3. The advertiser and/or advertising agency assumes all liability for advertisements published (*including illustrations, texts, claims, etc.*) and agrees to assume any, and all, responsibility for claims occurring against *The Frederick News-Post*.
4. Advertising will be considered approved if corrections are not specified by 3 p.m. on the day prior to publication. Sunday corrections are due no later than 3 p.m. on Friday. Corrections to advertisements in Wednesday Food and Thursday Home and Family both display and classified are due by 2 p.m. on day prior to publication. All Saturday Automotive corrections are due by Noon on Thursday. Saturday Real Estate corrections are due by Noon on Fridays. The Next 72 Hours corrections are due by Noon on Tuesday. For all advertisements, the first two rounds of corrections are FREE. Any additional corrections will be charged to the client at a rate of \$10 per each additional correction or \$75 per hour.
5. Display page size is 6 columns by 20 inches.
Tab page size is 5 columns by 10 inches.
Classified page size is 9 columns by 20 inches.
6. Minimum space is 1 column inch. Advertisements over 18 inches deep will be billed at full column depth.
7. Space cannot be sublet to others.
8. All bills are due and payable upon receipt of statement. A service charge of 1.5 % per month on the unpaid balance will be added on all bills after the first day of the month following billing. This is a finance charge at the annual percentage rate of 18% per year. Any billing discrepancies must be reported within 30 days.
9. *The Frederick News-Post* reserves the right to revise advertising rates upon 30 days' notice, and all contracts are subject to this revision.
10. Ads that simulate news articles must be identified with a 6 point rule across the top of the ad and the word ADVERTISEMENT set in 8 point type above the rule. *The Frederick News-Post* (Utopia and Clarion) type cannot be used in advertising copy.
11. *The Frederick News-Post* will not be held responsible for printing material left over 30 days.
12. All advertising material is subject to final approval by *The Frederick News-Post* Advertising Acceptance Committee, the Publisher or the Advertising Manager.
13. Credit applications are required for new accounts. Credit cannot be extended to accounts over 30 days in arrears.
14. Prepayment is required from all advertisers not on account.
15. Price comparison advertising is accepted when comparisons have been made of like products within a one month period, and a copy of the survey and actual register tape are on file at advertiser's location.
16. *The Frederick News-Post* reserves the right for any advertisement that appears in the newspaper to also appear on digital or electronic media.

Please contact your Account Executive at *The Frederick News-Post* to discuss the options for your company.

301.662.1163 • fredericknewspost.com

The Frederick News-Post

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rev 1/1/12