

- A.) The newspaper will make every effort to accommodate advertising position requests; but does not guarantee positioning. Priority positioning is given to Advertisers committing to a 25% position premium.
- B.) **The Spokesman-Review** reserves the right to reject an Advertiser's order. Only actual publication of an advertisement constitutes final acceptance.
- C.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. **The Spokesman-Review** is not liable for consequential damages arising from errors or omissions within an advertisement or failure to publish an advertisement as scheduled.
- D.) The Advertiser agrees to protect and indemnify **The Spokesman-Review** and to hold it harmless from all liability, loss or expense, including reasonable attorney's fees, arising from the insertion or publication of the Advertiser's advertisements or preprints. This applies, but is not limited to, claims of alleged libel, unfair competition or trade practice, infringement of copyright, trademarks, trade names or patents, violation of rights of privacy or other proprietary rights.
- E.) Any advertisement designed to resemble a news story must include the word "Advertisement" at its top. Type fonts identical to those used by **The Spokesman-Review's** Editorial department are not permitted in such advertising.
- F.) All Advertising agreements are based on the rates the advertiser earns by performing to the terms of their agreement. Advertising agreements may be based on the advertisers' commitment to a variety of variables, including expenditure, frequency, product usage, and audience percentages. Advertisers who exceed their commitments may earn a lower rate and advertisers who fall short of their commitments may be re-rated to the pricing their performance actually earned.
- G.) The start date of your agreement will correspond with the first day of the month that the agreement is received.

### Agency Discount

A discount, in lieu of commissions, is available to eligible local advertising agencies. Call your Multimedia Sales Executive for details.

### Terms of Payment

Accounts are due and payable when billed, unless other credit terms are established by an Advertiser with our credit department. If an account becomes delinquent **The Spokesman-Review** may opt to: Refuse further advertising, require advance payment or cancel the signed contract without notice. In case of delinquency all charges for advertising published becomes due and payable at the rate earned according to the newspaper's schedule of rates. The newspaper does not recognize failure to receive proof copies (tearsheets) as a valid reason for withholding payment.

## ADVERTISING RATE GUIDELINES

**The Spokesman-Review's** policy in determining the type of rate program an ad will fall under is based on several factors including: the advertisement itself, the type of business that is advertising, who the goods and or services are offered to, and if the advertiser's permanent business location is within our retail market area.

### Retail

Advertisers with headquarters or retail outlets within Washington, Idaho, Oregon and Montana that sell goods and/or services directly to consumers, from permanent business locations, shall be offered the retail advertising rate. Retail rates are also extended to city and county governments, schools and hospitals within the retail rate area.

### Local General

The local general rate is offered to manufactures, wholesalers, distributors, utilities, media, federal government, business to business, other retailers located outside the four state area described above and non-retailers. Ads receiving these rates sometimes direct consumers to retail locations where their products or services can be purchased.

### Political/Advocacy Advertising

The term "political or public issues advertising" includes advertising pertaining to candidates for public office, initiatives, referenda, bond authorizations, school-site elections, management/union debates, etc., and any public issue advertising designed to influence the attitude of the general public or government officials.

Political advertising is accepted for publication upon adherence to certain policies.