

# TERMS AND CONDITIONS

## **CAMERA READY/AGENCY DISCOUNTS**

15% commission to accredited advertising agencies. No commission on accounts unpaid 60 days from billing date. Commissions are not allowed on discounts, production charges, inserts, or classified ads. Agencies must supply suitable camera-ready reproduction materials to earn commission.

## **JOINT LIABILITY**

Advertiser and agency are held jointly and separately responsible for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 60 days after billing may be rebilled directly to the advertiser.

## **CREDIT TERMS**

Net 30 days. 1% monthly interest charged on unpaid balance over 30 days. First-time advertisers must prepay first insertion. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the money owed. We accept MasterCard and VISA.

## **PUBLISHER'S PROTECTIVE CLAUSE**

Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch, or words protected by copyright or registered trademark. The publisher reserves the right to reject any advertising.

## **COPY**

All advertising must be in good taste as to form, subject matter, wording, size, artwork and typography. Anchorage Printing, Inc. may reject your ad for publication, at its sole discretion, if deemed offensive, misleading or detrimental to the public. The advertiser assumes full liability for the content of all ads authorized for publication and for any claims, that arise therefrom, which may be made against the publisher.

## **PLACEMENT**

All rates are for run-of-press (ROP). No position guarantees will be made. All placement requests will be considered. Publisher will make no adjustments, reruns or refunds because of the position in which ads have been published.

## **OMISSION & ERROR**

The publisher accepts no financial responsibility for typographical and human errors. All care and diligence are used to prevent omission of an ad or any part of an ad.

## **FAILURE TO PERFORM**

The publisher is not liable for delays in delivery and/or non-delivery in the event of fire, flood, strike, mechanical failure, material shortages, acts of God, or other like events or conditions beyond the control of the publisher affecting production or delivery in any way. Publisher shall not be liable to the advertiser or others such non-performance during the continuation of such events or conditions.

## **NOTE**

Publisher reserves the right to revise rates upon 30 days notice. A continuance of advertising after the new rates go into effect will constitute acceptance of them under all other terms of the rate card.