

ADVERTISING POLICY

Acceptable Advertising

In the interest of maintaining our standards of accuracy and good taste, the publishers of the Arizona Daily Star reserve the right to refuse or cancel advertising at any time. We cannot accept local brokered space. All rates quoted are for single advertiser use only. Advertorial type ads must contain the word "ADVERTISEMENT" or "PAID ADVERTISEMENT" at the top of the ad in 12 pt. type. For ads 10" and under, slug must be no less than 8 pt type. Advertising fonts that copy or resemble the editorial typeface or style of the Arizona Daily Star is strictly prohibited. Ads must contain a 2pt border.

Arizona Daily Star will accept advertising for selling internet access. Advertising for soliciting web page design and internet hosting is also accepted, excluding the name of the advertiser's web site. Arizona Daily Star will not accept advertising that promotes an internet address or web site that compiles advertisements from multiple advertisers, including, but not limited to, local internet service provider's advertising-related addresses, web site or the content associated with such site. Publisher reserves the right to amend the terms and conditions of this policy at any time without notice.

Cancellations

The closing time for cancellations is the space reservation deadline. See "deadlines" for specifics.

Revenue Fulfillment

All net advertising dollars spent in a 12-month period with Arizona Daily Star will apply toward the fulfillment of the advertiser contract except pass thru expenses, legal and late payment fees, and where otherwise noted.

Rebate

If advertiser shall have used more dollars, space, or insertions, than agreed to, advertiser's rate for all revenue/space/insertions used during the year shall be decreased to the appropriate earned rate indicated on the newspaper's current rate card, and advertiser shall receive the difference in the form of a credit to their account.

Short Rating

If advertiser shall have used fewer net dollars, space, or insertions than agreed to, advertiser's rate for all revenue/space/insertions used during the year shall be increased to the appropriate earned rate indicated on the current rate card, and advertiser shall pay the difference. In any case, the rate charged will not exceed the costs of continuing the agreement in force until its expiration date.

Newspaper's Rate Card

The terms and conditions of the newspaper's rate card, a copy of which has been provided to the advertiser, are incorporated herein by reference. If any terms or conditions of the rate card conflict with the terms of our contract, the terms of the contract shall govern. The Newspaper may revise its advertising rate card at any time upon 30 days' written notice to Advertiser and the Advertiser may, without penalty, cancel the contract at any time prior to the time the new rates become effective upon prior written notice to the Newspaper.

Newspaper Advertising

Retail rates are available to businesses with a storefront address within the state of Arizona. All contracts must be signed in advance of publication to receive discounts. Open rates apply until a contract is signed. Discounts do not apply to Sunday and listed holidays. Ad placement is run of press (ROP). Contract fulfillment is net dollars.

Holiday Rates

Sunday home delivery distribution and Sunday rates apply on the following holidays: Thanksgiving Day, Christmas Eve Day, Christmas Day, New Year's Eve Day, New Year's Day.

Right to Edit or Reject

The publishers of the Arizona Daily Star reserve the right to edit, classify or reject at any time any advertisement submitted to their respective newspapers.

Payment for Advertising

Advertiser shall pay for the advertising purchased according to the terms indicated on the Newspaper's invoices/billing statements. In the event of a billing dispute, Advertiser must promptly pay all amounts not subject to dispute. Failure to receive tear sheets is not a valid reason to withhold payment. If Advertiser fails to timely pay as provided for in the invoices/billing statements, the Newspaper may reject advertising copy and/or immediately cancel the contract and Advertiser agrees to indemnify the Newspaper for all expenses incurred in connection with the collection of amounts payable under the contract, including court cost and attorneys' fees. Future advertising, even prepaid, may be refused until reimbursement is made. If the contract is canceled due to the Advertiser's failure to timely pay, the Newspaper may re-bill the Advertiser at the open or earned contract rate, whichever is applicable. Stated rates for all contract advertising services are conditional on timely payment by cash, check, or EDI. All past due balances are subject to a 1.75% per month service charge (minimum charge \$1.00).

Joint and Several Liability

If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the contract, including payment for all advertising. Agency commissions, if any, shall apply to all space charges and adjustments under the contract.

No Sequential Liability

Our contract renders void any statements concerning liability that appear on correspondence from Agency or Advertiser. It is further agreed that Arizona Daily Star does not accept advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms

When orders are forwarded by Advertiser or its Agency that contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate card, as may be revised pursuant to Paragraph (4) above, and in accordance with the conditions contained herein.

Typographical Errors, Incorrect Insertions or Omissions

Our contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. Arizona Daily Star agrees to run a corrective advertisement for that portion of the first insertion which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify Arizona Daily Star of such errors in time for correction before the second insertion. The corrective advertisement or credit shall not exceed the cost of the actual space occupied by the error. Arizona Daily Star shall not be liable to Advertiser for any loss that results from the incorrect publication (including, without limitation, typographical errors), incorrect insertion or omission of Advertiser's advertisements. Any claim for credit must be in writing and received by Arizona Daily Star within sixty (60) days from the date of invoice/billing statement or be deemed waived. Undisputed amounts must be paid in full by the due date.

Positioning of Advertisements

Arizona Daily Star shall have the full latitude with respect to positioning advertisements provided; however, Arizona Daily Star will use reasonable efforts to accommodate the Advertiser's position requests. Specific placement is not guaranteed. Failure to meet position requests will not constitute cause for adjustment, refund or rerun. Notwithstanding this paragraph, guaranteed positioning is available and defined under 'Special Positions and Comics'.

Indemnification

Advertiser agrees to indemnify, defend and hold harmless Arizona Daily Star from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, cost and expenses, of any nature whatsoever (including reasonable attorneys' fees) for which Arizona Daily Star or any of its affiliates may become liable by reason of Newspapers' publication of Advertiser's advertising.

Ownership of Advertising Copy

All advertising copy that represents the creative effort of Arizona Daily Star and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Arizona Daily Star, including all rights of 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

If 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 assumed and paid by Advertiser.



PREPRINT SPECIFICATIONS & POLICIES

Paper Weight

Single-sheet inserts: minimum thickness pf .005" (five thousandths of one inch) on minimum 60# card stock

Four-page tabs: minimum of 40# stock

Insert Sizes

Size determined by square inches of insert; Tab size maximum is 12" x 11" = 132"; above 132" standard size page pricing. Maximum: 12" x 11" tall folded, Minimum: 7" x 5" tall folded. Inserts smaller than tabloid size (10" on fold x 9" tall) need to be limited to 48 tab or 24 broadsheet pages maximum.

Preprinted flyers need to be packaged in cartons or skids and identified by account name, publication date, number of inserts per carton, number of cartons in shipment and total quantity of shipment, e.g. 1 of 8, 2 of 8, etc.

Quantities with multiple publication dates need to be separated to the individual run quantities. Bundles of inserts should be stacked with the fold facing the same direction. If instability or slickness of inserts requires turning inserts within a bundle, turns must be limited to the bare minimum required to ensure bundle stability. Increase spoilage count for tabs with stapled folds on products with 12 pages or fewer. Inserts arriving in poor condition are the responsibility of the third-party carrier.

Preprint Delivery Requirements

Materials need to be delivered to Arizona Daily Star at least seven working days before publication date, but not more than 14 working days in advance. Early arrivals are subject to a storage charge of \$2.50 per pallet per day. Late arrivals are subject to cancellation of the scheduled publication date. If other pallets must be removed from the truck in order to get to the shipment, a charge of \$5 per skid is payable at time of delivery. Each skid needs the following information on two sides: the advertiser's name, quantity on skid and publication date.

Reservation Deadline

10 working days prior to publication date. No pickup discounts available.

Delivery Times

Monday – Friday, 8AM-4PM

Delivery Address

Arizona Daily Star
(Park & Irvington Intersection - Enter off of Irvington)
4850 S. Park Avenue
Tucson, AZ 85714

Buyer's Edge Delivery Address

Design Mail
9160 S. McKemy St., Suite 106
Tempe, AZ 85284
(480)736-1368

Only Arizona Daily Star personnel may unload. Special receiving outside normal hours can be arranged by calling (520) 573-4619, (520) 573-4472 or (520) 573-4550.

