



2023 Local Media Kit

TRAVERSE CITY
RECORD EAGLE

www.record-eagle.com

120 W. Front Street • Traverse City, MI 49684
(231) 946-2000 • www.record-eagle.com

Record-Eagle's Mission: To always be our customers' best source for news and information (when and how they want it), thereby exceeding their expectations and ensuring a profitable future for all.

Editorial Content

The staff of the Record-Eagle strives to provide the best in reporting to readers every day. The newspaper has received many awards for all aspects of community journalism, and is known for objectively tackling the tough issues. The Record-Eagle's niche publishing division provides lifestyle news for area readers and targeted advertising opportunities to businesses. This combination of news and information is why the Record-Eagle is the only medium in northern Michigan delivering to over 80% of the market.

Total Access

The Record-Eagle's award-winning content is available on all platforms; newspaper, smartphone, desktop computer and tablet. Total Access gives readers full access to the Record-Eagle's outstanding suite of digital content, such as breaking news, real-time weather, expanded photo galleries and social media commenting. Total Access includes the newspaper, all of our digital products and an electronic replica of the newspaper (e-Edition).

Newspaper

The Record-Eagle circulates more than 15,000 daily and more than 20,000 Sunday newspapers across a 13-county region. On average, the Record-Eagle reaches nearly 36,000 readers every day and 48,000 on Sunday. Subscribers enjoy an early morning delivery, which is one of the reasons 95% of our subscribers rate our service as good or excellent.

Record-Eagle.com Total Audience

Record-Eagle.com averages over 2 million monthly page views with over 300,000 average monthly unique visitors. With consistent growth in site traffic, Record-Eagle.com is the most complete local online news source serving northern Michigan.

Source: Google Analytics


e-Edition

Cutting-edge yet easy-to-use navigation tools allow you to read the electronic replica of the Record-Eagle (e-Edition) when you're away from home, on your mobile device or from your computer at work, whenever and wherever it is convenient for you.

Readers

- 58% female / 42% male
- 85% are homeowners
- 57% are college educated with 19% holding advanced degrees
- Outdoor recreation is the #1 entertainment pursuit
- When it comes to news, readers are most interested in local, community news
- Median age: 47
- 36% have children over 18 living at home

Sources: Pulse Readership Study & Belden Readership Study



**COMPLETE RESULTS
FOR THE FESTIVAL OF RACES**
SPORTS, PAGE 1B

Up To \$1,323.50

**TRAVERSE CITY
RECORD EAGLE**


SUNDAY

July 10, 2022

11:50 DAILY \$2.50 SUNDAY

2022 NATIONAL CHERRY FESTIVAL

WRAPPING IT UP



The Petoskey Steel Drum Band performs during the Cherry Royale Parade on Front Street in Traverse City on Saturday. For more photos of the festival, see page 8A.

The numbers

Induced abortions and pregnancies in 15-19 year-olds in northwest Michigan in 2020

County	Induced abortions	Pregnant 15-19 year-olds
Alcona	1	1
Benzie	12	7
Charlevoix	24	32
Chippewagon	34	16
Crawford	1	1
Emmett	37	19
Grand Traverse	143	64
Kalamazoo	13	13
Leelanau	5	5
Manistee	26	18
Walledar	42	19

Sources: reports from the Michigan Department of Health and Human Services

Groups, programs brace after Roe flip

BY ELIZABETH BREWER
elizabeth.brewer@record-eagle.com

BY FRANCIS SCHMAN
Francis.Schman@record-eagle.com

TRAVERSE CITY—A survey of regional care providers including Planned Parenthood, Western Medical Center, Traverse Medical Center, Generations Ahead and Kalamazoo Health showed little to no change in the wake of the pivotal Supreme Court decision in June.


In the state of Michigan, abortions are still legal, but the state's emergency injunction against any 1993 law that would have made all abortions illegal is still in effect.


SEE ABORTION PAGE 10A

INDIGENOUS ISSUES

Leaders in Indigenous education speak on newly crafted social studies resources

By [Name] | Photo by [Name]





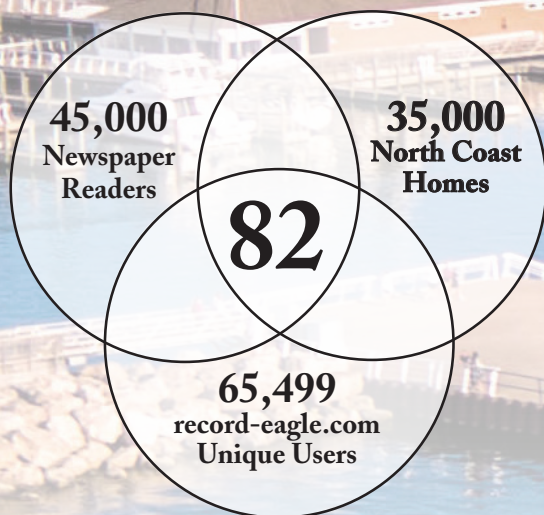
*Advertising available on all platforms
For more information call (231) 933-1465.*

2023 Market Penetration

Here's how
we reach

82

percent of
the market



45,000
Newspaper Readers

Record-Eagle has been serving Traverse City and the surrounding areas since 1858.



35,000
North Coast Homes

North Coast is a free weekly publication delivered to non-subscribers every Saturday. It brings local articles and weekly store inserts to homes and businesses in the area.



65,499
record-eagle.com Unique Users

record-eagle.com gives readers access to breaking local and national news, sports scores and our award-winning journalism 24 hours a day.

Google Analytics for record-eagle.com from 2020 - 771,001 users. 65,449 monthly unique users are in market (based on cities within the Record-Eagle delivery area).

136,499
Record-Eagle
North Coast
record-eagle.com
readership

166,952
Population in Market

Data from US Census Bureau including only the Record-Eagle and North Coast delivery cities within the 5 county area.

Contact one of our Media Consultants today!



Megan Fuller
Director of Digital Sales & Events
933-1462
mfuller@record-eagle.com



Linda Greening
Media Consultant
933-1463
lgreening@record-eagle.com



Elek Hutchinson
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933-1425
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Andrea Sugar
Media Consultant
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Jamie Holmes
Media Consultant
933-1459
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Shawn Winter
Director of Advertising
933-1413
swinter@record-eagle.com

2023 Net Advertising Rates

Record-Eagle.com

Total Audience Digital

Reach users across our desktop, tablet & mobile platforms that receive an average of over 2 million monthly page views.

Pricing

\$15/cpm

Minimum impressions 10,000. Increases made in increments of 10,000

Ad specs:

300 x 250 pixels 320 x 50 pixels 728 x 90 pixels

300 x 50 pixels 300 x 600 pixels

File Size: 50k or less. Contact sales representative for special flash ad requirements.

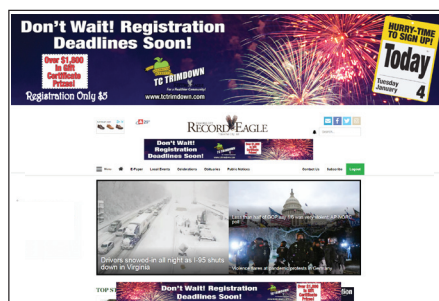


Website Takeover

Dominate the Record-Eagle Website with this high impact advertising opportunity! Average over 50,000 impressions/day!

Get 8 exclusive high impact positions on the home page of www.record-eagle.com, plus 2 exclusive ads on our mobile app. Only \$369 per day

- Parallax (1920x400 pixels and 800x250 pixels)
- Floorboard (970x90 pixels and 970x30 pixels)
- (2) Banner Ads (728x90 pixels)
- (4) Rectangle Ads (300x250 pixels)
- Mobile Expandable Banner (320x50 pixels and 320x480 pixels)



Advertiser Exclusive eBlasts:

Sent to over 8,400 opt-in e-newsletter subscribers to promote your specific message and event! The ideal audience to reach of business owners and locals who are heavily engaged in our community!

- \$350/initial blast
- re-drop to non-openers 3-7 days later
- \$100/resend same message
- Will also include automatic re-drop to non-openers 3-7 days later



Community News Digital



Who We Are:

Community News Digital is a subsidiary of CNHI, LLC, with more than 100 local media properties across 23 states. Our passion has always been keeping our local communities informed and entertained while connecting local businesses with their customers through an unparalleled digital portfolio, and our team is passionate about strengthening those local connections through digital marketing and all that it offers: accountability, affordability and impact.

What We Do:

We start with you. We learn about your specific business goals, and we develop a custom digital marketing plan to help you achieve them. Once your campaign is live, then real people - that's us - monitor and optimize it to make it the best it can be. Whether your goal is to build awareness or to generate qualified leads, our team will develop a personalized plan for you to reach your objectives.

Why Choose Us:

CND provides highly targeted digital strategies that will allow you to reach your exact target demographic across the entire internet. Your trusted local experts reaching your desired customers, locally and globally.

- State of the Art Technology
- Google Certified Campaign Managers
- Data-Driven Optimization
- High Quality Scores
- Professional Creative/Artwork Design
- Programmatic Media Buying
- Keyword-Level Bidding, Reporting and Optimization
- Variable Recency
- Total Performance Transparency
- Unstructured Data
- Local Experts in Your Market
- Outstanding Customer Service
- Local Promotions and Sponsorships
- Campaign Optimization
- Creative Services
- Comprehensive Reporting
- And More!

Digital Marking Strategies:

Our team specializes in creating custom digital campaigns tailor-made to meet your business goals and needs.

Keyword Search Retargeting Targeting based on keyword searches across the web 	Contextual Targeting Targeting based on keywords embedded in articles and blogs 	Site Retargeting Targeting users who have visited your website 	GeoFence & Follow Virtual fences built around physical locations that allow you to target users who enter them 	Event Targeting GeoFence & Follow during a specific date(s) & time 
 Targeted Email Marketing Reach Your Desired B2B or B2C Audience-Right in Their Email Inboxes	 OTT/CTV (Streaming) Videos/commercials served within streamed content on connected devices	 Paid Search Marketing Paid placement based on keyword searches on Google	 Social Media Marketing Management and/or Advertising on social platforms	 Customized Addressable Audience Targeting Target Customers at the Household Level with Curated list or Provided list

Contact Megan Fuller,
Director of Digital Sales & Events
at mfuller@record-eagle.com or
(231) 933-1462
for additional information

- Customized Addressable Audience Targeting
- GeoFence and Follow
- Keyword Search Retargeting
- Keyword Contextual Retargeting
- Category Contextual Retargeting
- Geo-Targeting
- OTT/CTV
- Youtube
- Targeted Email Marketing
- Event Targeting
- Social Media Promotions, Management and Maintenance
- SEM (Search Engine Marketing)
- SEO (Search Engine Optimization)
- And More!

2023 Net Advertising Rates *Continued*

Dollar commitment

Our goal is to develop a long-term relationship with you, the advertiser. To encourage annual planning with our media consultants, we offer special rates based on your spending level. The more you spend, the more you save!

Retail Display Dollar Commitment Level

	Per inch rates*	
	Daily	Sunday
\$75,000+	\$7.00	\$9.00
\$50,000	\$8.00	\$10.00
\$25,000	\$10.00	\$12.00
\$15,000	\$11.00	\$13.00
\$5,000	\$12.00	\$14.00
OPEN	\$17.00	\$19.00
Charitable event/ Church public service rate	\$11.00	\$13.00

Classified Display Dollar Commitment Level

	Per inch rates			Per line rates	
	Daily	Wed/Sun		Daily	Wed/Sun
\$75,000+	\$4.02	\$5.36	\$75,000+	45¢	60¢
\$50,000	\$4.69	\$6.03	\$50,000	52¢	67¢
\$25,000	\$6.03	\$7.37	\$25,000	67¢	82¢
\$15,000	\$6.70	\$8.04	\$15,000	74¢	89¢
\$5,000	\$7.37	\$8.71	\$5,000	82¢	97¢
OPEN	\$10.72	\$12.06	OPEN	\$1.19	\$1.34
Charitable event/ Church public service rate	\$6.70	\$8.04		74¢	89¢

Service Directory

Classified contract based on 30 days per month	1 month \$140/mo.	6 months \$120/mo.	12 months \$80/mo.
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Display Advertising Frequency Discount

Number of runs	Discount
2 times	25% off 2nd ad
3-4 times	45% off 3rd-4th ad
5 times	70% off 5th ad
<i>Must run the same ad within a 7-day period, excludes Sunday.</i>	

Color Rates

Size	
Full color	\$125 per ad
<i>Frequency rates do not apply to color.</i>	
Chartitable event/ Church public civic rate	\$95 per ad

Weather Page*

Exclusive premium positioning on the daily weather map page. Rate includes full color. 6 col. X 6.5"
You pick the available dates and frequency of your choice.

52x	\$249 per ad
26x	\$309 per ad
12x	\$339 per ad
4x	\$349 per ad
1x	\$399 per ad

Wrap Advertising*

Place your full page ad on the wrap that carries our Sunday inserts.
Rate includes full color

Front/Back of Wrap	\$1,199
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Buy 2 or more dates and save \$100 per date

2023 Net Advertising Rates *Continued*

Modular Ads*

Large space print advertising program.

Full Page + Free Color (126")

# Ads	Price per Ad
1x	\$2,059
4x	\$1,679

*Full
Page*

Half Page + Free Color (63")

# Ads	Price per Ad
1x	\$1,099
4x	\$909

*Half
Page*

Quarter Page + Free Color (31.5")

# Ads	Price per Ad
1x	\$589
4x	\$499

*Quarter
Page*

Eighth Page + Free Color (15.75")

# Ads	Price per Ad
1x	\$329
4x	\$279

*Eighth
Page*

2 col. x 5" + Free Color (10")

# Ads	Price per Ad
1x	\$239
4x	\$209

2x5

2 col. x 3" + Free Color (6")

# Ads	Price per Ad
1x	\$169
4x	\$149

2x3"

Front Page Section A Banner Ad*

The Ultimate Advertising Position
6 col. x 2"

Daily	\$299 per ad
Sunday	\$399 per ad

Price includes full color.

*Front
Page
Banner*

Section Front Banner Ads*

Exclusive premium positioning on a variety of section
fronts throughout the week. 6 col. x 2"

Daily	\$299 per ad
Sunday	\$299 per ad

Price includes full color.

*Section
Front
Banner*

All ads must run within 30 days.
Add 10,000 Digital Impressions on
Record-Eagle.com for just \$150/month.

North Coast - Extended Market Coverage



North Coast is a weekly publication distributed in a 13-county region to approximately 35,000 non-subscribers every Saturday. North Coast features columns from award-winning writers, information on recreational sports, calendar of events, reader-submitted photos, classifieds and inserts.

\$9.00 per inch including color

Advertising deadline: Monday 3 p.m.

2023 Special Sections

JANUARY

Real Estate Guide Trimmed Tab
National Writers Series Standard Tab
Young at Heart Standard Tab

FEBRUARY

Real Estate Guide Trimmed Tab
Baby Album Standard Tab
Business Card Directory Quarter-fold

MARCH

Real Estate Guide Trimmed Tab
Boating & RV Standard Tab
Puzzle Book Standard Tab
Women's History Month Trimmed Tab

APRIL

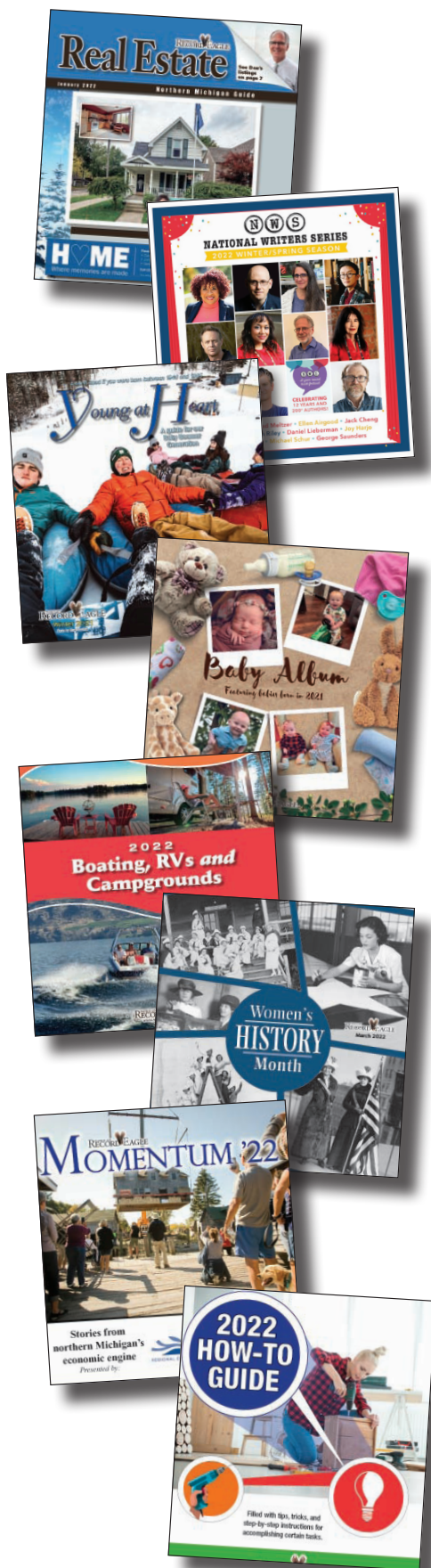
Real Estate Guide Trimmed Tab
Momentum Trimmed Tab
How To Guide Standard Tab
Young at Heart Standard Tab

MAY

Real Estate Guide Trimmed Tab
Young at Heart Standard Tab
Puzzle Book Standard Tab
Weddings Trimmed Tab
Home & Garden Standard Tab

JUNE

Real Estate Guide Trimmed Tab
TC Pit Spitters Broadsheet
Senior Shout Out Standard Tab
Grand Traverse Scene Trimmed Tab
Student Showcase Standard Tab
Parallel 45 Quarter-fold
Cherry Festival Trimmed Tab



2023 Special Sections Continued

JULY

Real Estate Guide	Trimmed Tab
Traverse City Film Festival	Trimmed Tab
Summer Classic	Broadsheet
Puzzle Book	Standard Tab
Grand Traverse Scene	Trimmed Tab
Summer Classic/ Basketball	Broadsheet
Young at Heart	Standard Tab

AUGUST

Real Estate Guide	Trimmed Tab
Northwest Michigan Fair	Trimmed Tab
Leaders of Northern MI	Trimmed Tab
Back to School	Standard Tab
Fall Sports Preview	Trimmed Tab

SEPTEMBER

Real Estate Guide	Trimmed Tab
National Writers Series	Standard Tab
Grand Traverse Scene	Trimmed Tab
Business Card Directory	Quarter-fold
Simply the Best	Trimmed Tab
Puzzle Book	Standard Tab
Home & Garden	Standard Tab

OCTOBER

Real Estate Guide	Trimmed Tab
Now Hiring	Standard Tab
Breast Cancer Awareness	Broadsheet
Influential Women	Trimmed Tab
Puzzle Book	Standard Tab
Young at Heart	Standard Tab

NOVEMBER

Real Estate Guide	Trimmed Tab
Economic Outlook	Trimmed Tab
Local Holiday Shopping	Standard Tab
Songbook	Quarter-fold
Holiday Wishes	Standard Tab

DECEMBER

Real Estate Guide	Trimmed Tab
Puzzle Book	Standard Tab
Holiday Happenings	Standard Tab



2023 Mechanical Specs and Deadlines

MECHANICAL REQUIREMENTS

Standard Full Page:

6 column (11") x 21" (Retail)

9 column (11") x 21" (Classified)

Tabloid Full Page:

4 column (10.25") x 11"

Double Truck 21.5"

Stitched & Trimmed Tabloid Full Page:

4 column (9.5") x 10.5"

Double Truck 20.5"

Column Width	Retail	Classified
1 column	1.73"	1.15"
2 columns	3.58"	2.38"
3 columns	5.44"	3.61"
4 columns	7.30"	4.84"
5 columns	9.15"	6.07"
6 columns	11.00"	7.30"
7 columns		8.53"
8 columns		9.78"
9 columns		11.00"
Double Truck	22.75"	22.75"

Depth Requirements

Minimum ad depth: 2" with increments of ¼" thereafter.

Ads more than 18" deep will be floated and billed at 21".

Media Requirements

The Traverse City Record-Eagle gladly accepts electronic ad materials using PDF files via email or electronic transfer service (AdSend, Adtransit). PDF files must have all fonts embedded, and color PDF ads must be in CMYK format. Credits will not be issued for ads submitted incorrectly. Please indicate name of advertiser and date of publication in the subject line when emailing ads.

Files received in non-CMYK color will be converted using our Preflight software. This process may result in different shades or colors than desired.

Display ads larger than 6 megabytes should be sent via File Transfer Protocol (ftp). Our ftp site is ftp.record-eagle.com User name: terguest@record-eagle.com Password: guest2

Ads may be posted to AdTransit or Adsend

Digital Specifications

We use 100-line screen for all half-tones. All line art should be scanned in at 1200 dpi, all black and white half-tones should be scanned at 200 dpi and all color art should be scanned at 200 dpi. Screened areas should be between 5% and 80%.

When printing on glossy or coated stock, all line art should be scanned in at 1200 dpi, all black and white half-tones should be scanned at 300 dpi and all color art should be scanned at 300 dpi. Screened areas should be between 5% and 80%.

If you have questions, please contact Creative Services: (231) 933-1464.

Publication Deadlines

RECORD-EAGLE DISPLAY DEADLINES

Publication	Materials Due
Wednesday	Friday @ 3 p.m.
Thursday	Monday @ 3 p.m.
Friday	Tuesday @ 3 p.m.
Saturday	Wednesday @ 3 p.m.
Sunday	Wednesday @ 3 p.m.

For special section deadlines, contact your media consultant.

Multiple listing automotive, real estate and group page advertisements, 1 day prior.

RECORD-EAGLE IN-COLUMN CLASSIFIED DEADLINES

Publication	Materials Due
Monday	Thursday @ 3 p.m.
Tuesday	Friday @ 3 p.m.
Wednesday	Monday @ 3 p.m.
Thursday	Tuesday @ 3 p.m.
Friday	Wednesday @ 3 p.m.
Saturday	Thursday @ 3 p.m.
Sunday	Thursday @ 3 p.m.

For special section deadlines, contact your media consultant.

Sales Contacts:

Director of Advertising
Shawn Winter
(231) 933-1413
swinter@record-eagle.com

Director of Digital Sales & Events
Megan Fuller
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mfuller@record-eagle.com

Advertising Administrator
Miranda Roy
(231) 933-1465
Mroy@record-eagle.com

Digital Advertising Sales Assistant
Tyler Stange
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tstange@record-eagle.com

Retail Sales Team
Linda Greening
(231) 933-1463
lgreening@record-eagle.com

Jamie Holmes
(231) 933-1459
jholmes@record-eagle.com

Elek Hutchinson
(231) 933-1425
ehutchinson@record-eagle.com

Andrea Sugar
(231) 933-1516
asugar@record-eagle.com

Classified Sales Team
Susan Blessing
(231) 933-1438
sblessing@record-eagle.com

Megan O'Brien
(231) 933-1432
mobrien@record-eagle.com

Lindsay Greer
(231) 933-1431
lgreer@record-eagle.com

2023 Preprinted Insert Rates and Requirements

Insert Rates

STD Single	TAB 8½" x 11"	Single Insertion	12x	28x	36x	52x	72x	92x	104x
2	4	\$37.00	\$34.25	\$33.50	\$32.75	\$32.00	\$30.50	\$29.00	\$28.25
4	8	\$42.65	\$41.71	\$40.77	\$39.83	\$38.89	\$37.00	\$35.12	\$33.18
6	12	\$48.00	\$46.93	\$45.85	\$44.78	\$43.70	\$41.55	\$39.40	\$38.33
8	16	\$53.40	\$52.19	\$50.98	\$49.77	\$48.56	\$46.14	\$43.72	\$42.51
10	20	\$58.75	\$57.41	\$56.06	\$54.72	\$53.38	\$50.69	\$48.00	\$46.66
12	24	\$64.15	\$62.67	\$61.19	\$59.71	\$58.24	\$55.28	\$52.32	\$50.84
14	28	\$69.50	\$67.89	\$66.28	\$64.66	\$63.05	\$59.83	\$56.60	\$54.99
16	32	\$74.90	\$73.15	\$71.41	\$69.66	\$67.91	\$64.42	\$60.92	\$59.17
18	36	\$80.25	\$78.37	\$76.49	\$74.61	\$72.73	\$68.96	\$65.20	\$63.32
20	40	\$85.65	\$83.63	\$81.62	\$79.60	\$77.59	\$73.55	\$69.52	\$67.50
22	44	\$91.00	\$88.85	\$86.70	\$84.55	\$82.40	\$78.10	\$73.80	\$71.65
24	48	\$96.40	\$94.12	\$91.83	\$89.55	\$87.26	\$82.69	\$78.12	\$75.84
26	52	\$101.75	\$99.33	\$96.91	\$94.49	\$92.08	\$87.24	\$82.40	\$79.98
28	56	\$104.00	\$104.00	\$102.04	\$99.49	\$96.94	\$91.83	\$86.72	\$84.17
30	60	\$104.00	\$104.00	\$104.00	\$104.00	\$101.75	\$96.38	\$91.00	\$88.31
32	64	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$100.97	\$95.32	\$92.50
34	68	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$99.60	\$96.64
36	72	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$103.92	\$100.83
		\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00	\$104.00

• Prices are per thousand. Please ask your media consultant for current seasonal circulation.

• \$400 minimum charge.

• Insert days available: Sunday, Wednesday, Thursday and Friday

Requirements - Pre Printed Inserts

Package and Delivery

- Maximum pallet height: 5'x6', no more than 2,500 lbs. each
- All pallets should be marked with name and date of insert, skid number, quantity of inserts on skid, and total insert quantity
- Inserts that slip and slide during shipment (such as glossy stocks) should be enclosed with stretch wrap
- Skids should have a minimum of three straps and a protective cardboard or wood top
- Insert bundles should be well jogged and in turns of 8"-10". This minimum is imperative for efficiency and accurate distribution.

Receiving

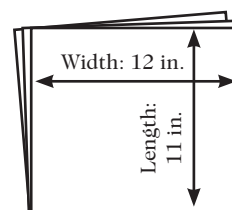
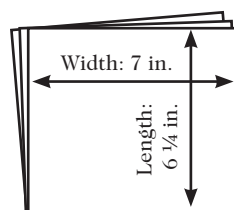
- Inserts are received Monday-Friday, 9 a.m. to 3 p.m.
- Deadline for delivering preprints is 3 p.m., seven days prior to insertion
- All preprints must be shipped pre-paid
- Deliver preprints to

Record-Eagle Production Facility
1621 Keane Drive
Traverse City, MI 49696
Phone: (231) 941-1574

Insert specifications

Minimum size:
7 in. x 6 ¼ in.

Maximum size:
12 in. x 11 in.



Minimum stock thickness .005 inches

General Information:

Contract & Copy Regulations:

- A. **CONTRACT** — Publisher reserves the right to revise at any time. Contract advertisers will receive 30 days written notification of rate changes and may, without penalty, cancel their contract prior to the new rates becoming effective by providing written cancellation notification to the publisher. Advertiser's rights may not be transferred to or used for the benefit of another. Advertising space contracted cannot be subletted to others.
- B. **FLOOD, FIRE** — In the event of flood, fire, strike or other emergencies beyond the control of either party, contract shall be suspended by agreement and neither Record-Eagle or the advertiser held liable for damages.
- C. **REPRODUCTION RIGHTS** — All property rights, including any copyright interest in any advertisements produced for advertisers by the Record-Eagle, using art work and/or typography furnished or arranged by us, shall be the property of the Record-Eagle. No such ad or any part thereof may be reproduced without the prior written consent of the Record-Eagle.
- D. **ACCEPTABILITY** — Publisher reserves the right to refuse any ad. Publisher will insert the word "advertisement" in any ad that simulates news.
- E. **ADVERTISING CONTENT** — The advertiser and/or advertising agency or agent assumes liability for the content of all advertisements that he authorizes for publication, and all claims that arise therefrom against the Record-Eagle.
- F. **ERRORS** — In the event of a typographical error on the part of Record-Eagle, the newspaper's liability is limited to furnishing a letter to the advertiser acknowledging the error, and either re-running only that portion of the ad which was incorrect or giving credit for such portion. The newspaper is responsible for the first insertion error only. Make-goods, credits or refunds will not be made to advertisers when position requests are not fulfilled. Proofs are submitted to advertisers for correction of typographical errors only. Errors must be brought to the attention of the Account Executive or Ad Director within 24 hours of the first publication for allowances to be made. No allowance is made for errors that do not materially affect the value of the advertisement. Publisher shall for no reason be liable for more than the value of the actual space occupied by the item in which an error occurred. Likewise, the Publisher assumes no liabilities for any omission or failure to publish an ad.
- G. **FAILURE to fulfill contract commitment may result in short rate.**
- H. **TERMS OF PAYMENT** — Billing will be considered correct unless the Controller is notified in writing of any errors within 10 days of billing. Cash or check must accompany order unless credit has been approved by the Controller. To open an account, a completed credit application must be submitted to and approved by the Controller. Advertiser shall make payment on accounts within the credit terms indicated on advertiser's statements. Payment is considered past due after the 20th of the month. A 1½% per month, 18% APR service charge will be assessed on all past due balances. Advertisers who fail to pay within a 30-day period will be considered delinquent and will be on a cash-with-copy basis until the delinquent balance has been paid in full.
- I. **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 expense of any nature whatsoever, including reasonable attorneys' fees) for which the Newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.
- J. **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 assumed and paid by Advertiser.
- K. **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 Advertiser's agreement, including payment for all advertising.
- L. **AGENCY COMMISSIONS** — Agency Commissions, if any, shall apply to all space charges and adjustments under the Advertiser's agreement.
- M. **NO SEQUENTIAL LIABILITY** — The Advertiser's agreement renders void any statements concerning liability which appear on correspondence from Advertiser to its agency, and is irrevocable without the written consent of the Newspaper's Credit Department. It is further agreed the Newspaper does not accept advertising orders or space reservations claiming sequential liability.
- N. **INCORRECT RATES IN ORDER FORMS** — When orders are forwarded by Advertiser or its Agency which 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 schedule, and in accordance with the conditions contained in Advertiser's agreement.

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