

# AWCI media

## Copy and Contract Regulations

- A.** Advertisers assume responsibility for obligations of their agents.
- B.** All production work not completed with original file will be charged at publisher's rates.
- C.** At AWCI's discretion, Publisher reserves the right to label "advertising" on advertisements that may be mistaken for editorial content.
- D.** Frequency rates are determined by the number of insertions within a 12-month period. Frequency rates must be approved and confirmed by the publisher at the initiation of the 12-month period.
- E.** There will be no rebates or adjustments made for errors in key numbers, advertiser index or reader service number.
- F.** Rates are subject to change without notice.
- G.** All supplied proofs will be destroyed after one year and all supplied files will be deleted after two unless publisher is otherwise advised.
- H.** No condition, printed or otherwise, appearing on space orders, billing instructions or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- I.** Cancellations are not accepted after space closing deadline.
- J.** If change of copy is not received by the publisher by material due date for scheduled insertions, copy from the previous insertion will be run. If no previous insertion is available, client is liable for cost of contracted space. Advertiser's company name, phone number and address will be published in allocated space at the discretion of the publisher.
- K.** The publisher reserves the right to reject, discontinue or omit any advertisement or any part thereof without the prior consent of the advertiser or agency. This right shall not be deemed to have been waived by the acceptance or actual use of any advertising matter.
- L.** Requests for special position at R.O.P. rates are given consideration, but no guarantee is made unless the position has been provided for in the contract.
- M.** All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits of libel, violation of rights or privacy, plagiarism, copyright infringement and any other suits that may arise out of the publication of such advertisement.
- N.** By placing an advertising order, advertiser/agency agrees to pay charges for said insertion(s). In the event advertiser/agency defaults on payment for charges due, advertiser/agency assumes all liability for fees and sums incurred in collection including, but not limited to, reasonable attorney fees and court costs.
- O.** Verbal space reservations will be confirmed with an in-house insertion order, a copy of which will be sent to the advertiser. Order will be binding whether or not advertiser signs and returns.
- P.** Payment for charges is due upon receipt of invoice. New advertisers are required to prepay first insertion. Discount to recognized advertising agencies is 15% providing payment is made within 30 days of billing. No commissions on artwork, color separations or production provided. Any account outstanding more than 60 days is subject to a minimum of schedule cancellation and discontinuation of reader service program.