

## GENERAL ADVERTISING POLICY

- 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.

## Charity Advertising

Please remember the ad determines the rates not the advertiser. This reduced rate (Not For -Profit Rate) allows organizations to publicize their cause or event and gain greater support through our newspaper audience or their organization's status. To qualify for the "Not -For Profit" rate, organizations must meet all of the following guidelines (not just the "not for profit" organization status):

The organization must have a documented 501 (c) (3, 4 or 7)"Not-For-Profit status.

The organization must not be an agency of the federal, state or local government.

The organization's primary source of revenue must be derived from donations, dues, and ticket or gate sales and must not charge fees for services rendered, i.e. tuition or medical expense.

The organization's primary source of revenue must not be derived from gambling.

The products or services of the not-for-profit business must not compete with for-profit organizations.

Recruitment advertising does not qualify for not-for-profit rates.

## MISCELLANEOUS

### Color Illustrations of United States Currency

(Authority: 18 U.S.C. 504; Treasury Directive Number 15-56, 58 FR 48539 (September 16, 1993))

411.1 Color Illustration authorized.

(a) Notwithstanding any provisions of chapter 25 Title 18 of the U.S. Code, authority is hereby given for the printing, publishing or importation, or the making or importation of the necessary plates or items for such printing or publishing, of color illustrations of U.S. currency provided that:

The illustration be of a size less than three-fourths or more than one and one-half, in linear dimension, of each part of any matter so illustrated.

The illustration be one-sided; and

(b) [Reserved]

All negatives, plates, positives, digitized storage medium, graphic files, magnetic medium, optical storage devices, and any other used in the marketing of the illustration that contain an image or the illustration or any part of thereof shall be destroyed and/or deleted or erased after their final use in accordance with this section.

### Use of US or State Flag in Advertising

The Spokesman-Review exercises diligence in preserving respect and reverence for the US Flag and state flags. Therefore exact replicas of the US or state flags, when the flags are displayed in their entirety, are not to be used in advertising. A simulation of the flag, when it is not an exact replica, may be used in some circumstances.

A simulation may appear in an advertisement:

1. When the flag is used for the pure expression of patriotism or sentiment relating to a major public event.
2. When the flag itself is being sold or gifted and the offer is well explained in the advertising copy.

There may be no call for action in the portion of an advertisement displaying the flag. The flag is not to be used to decorate the portion of an advertisement with offerings of merchandise or services.

### Tobacco Advertising

National brand-oriented tobacco advertising is not accepted. We will continue to accept tobacco ads included in National free-standing inserts and local price-point advertising.

### Marijuana Advertising

Marijuana advertising is accepted. Some restrictions apply.

For more information please contact your  
Multimedia Sales Executive  
or visit [www.spokesman.com/advertising](http://www.spokesman.com/advertising)  
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