



ADVERTISING POLICIES

Commissions and Terms of Payment

Retail rates are not commissionable and do not earn cash discounts. All bills for advertising are due and payable upon receipt and are considered past due after 25 days. Transient classified bills are due upon receipt. Advertising charges not paid within 25 days of receipt of statement are subject to a late payment charge of 1.5% per month. Rates appearing in this book are gross, commissionable rates. Commissions to accredited or recognized agencies: 15% on commissionable rates. Cash discounts are not available.

General Rate Policy

Heritage Newspapers reserves the right to edit, revise or reject any advertising. No liability shall attach to the Publisher of Heritage Newspapers for interruption of publication or limitation of size and/or number of pages printed due to a shortage of material, failure of transportation, flood, fire, riots, strikes, acts of God, or other causes beyond its control. Heritage Newspapers does not guarantee any given level of circulation or readership for an advertisement. The advertiser assumes liability for all content (including text representation and illustrations) of advertisements published and also assumes responsibility for any claims arising therefrom made against Heritage Newspapers, including costs associated with defending against such a claim. The Publisher reserves the right to change advertising rates upon thirty (30) days written notice. No brokered space accepted. Advertising that might be mistaken by a reader as news, feature or other non-advertising materials must clearly be marked "advertisement". All positions are at the option of Heritage Newspapers, unless purchased. Heritage Newspapers will seek to comply with position requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Misclassification of classified ads is not permitted. Except where specifically noted in the rate card, the Publisher neither sells nor guarantees position. Every effort will be made to accommodate reasonable position requests. Failure to meet position requests will not constitute cause for adjustment, refund or rerun. Heritage Newspapers shall be under no liability for its failure for any cause to insert an advertisement. Advertiser hereby warrants and represents that the advertisement is neither false nor defamatory. Advertiser agrees to indemnify and hold harmless the Publisher from and against any cost or expense, including legal fees and court costs, which are incurred as a result of or in connection with any claim or action brought against the Publisher which arises out of any alleged false or defamatory matter.

Contract and Copy Regulations

Heritage Newspapers will exercise due care to prevent omissions and mistakes; but, its total liability for any published error shall not exceed the space in which the error occurred. Claims for adjustment must be made within seven (7) days of publication. Credit, when allowed, will apply to the first insertion only. Advertisers should check the paper daily to check for the accuracy of their advertising. Heritage Newspapers will not be responsible for more than one incorrect insertion. Please call to inform of any errors. Proofs are furnished or available for typographical corrections only. The advertiser shall pay the cost of composition of advertisement set but not used. Heritage Newspapers will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from a third party designated by the advertiser or by the advertiser as a source for printing material. No adjustments made for ads published in reverse type or with screen overlays. ROP/Classified makeup requirements: Minimum size display ads is one column by one inch deep. Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication. Heritage Newspapers does not assume any liability for the return of printing material in connection with advertising unless specific written request is received to hold such material subject to order for a period not exceeding thirty (30) days. Claims for errors must be made within thirty (30) days following publication date. On advertising where credit is allowed, monthly accounts are due and payable on or before the fifteenth (15th) of the month following publication, and in the case of weekly accounts, payments are due and payable on the Thursday of the week following publication. When any part of an account for advertising becomes delinquent then the entire amount owed shall pay for advertising space actually used according to the current rate schedule. Contracts are for a stated period or until the minimum requirement is reached. Should an advertiser reach or exceed the next contractual bracket above what was actually agreed to, Heritage Newspapers will rebate the rate difference in credit or space only (limited to one bracket). Heritage Newspapers reserves the right to rebill advertisers at the appropriate rate for failure to meet contract requirements. A signed contract is required to earn a volume discount. Upgrades are the responsibility of the advertiser. Alteration charges will be made at the rate of \$35/hour for excessive changes from original copy after the ad has been submitted. Set ads not run in Heritage Newspapers will be billed at the rate of \$5.00/column inch. Ads cancelled after deadline will be billed at the rate of \$5.00/column inch.