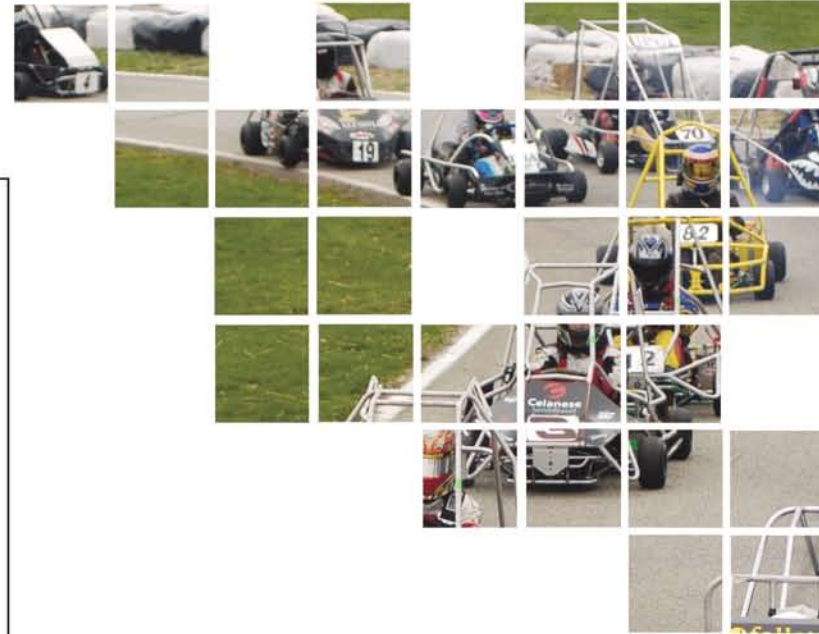


# advertising *policies*



## word classified

Payment Type	First Day Rates	Repeat Rates
Non-Student Cash	\$0.45 per word	\$0.35 per word
Billed/Credit Card	\$0.50 per word	\$0.40 per word

These rates are based upon a 42-character, 6-point line, 10-word minimum. Larger type sizes and placement available. All classified word ads will be posted on our online edition as well as in the print edition. Place and pay for your word ads online at [www.purdueexponent.org](http://www.purdueexponent.org).

### Free Word Classifieds

Students are eligible for free word classifieds with student I.D. Restrictions apply.

THIS IS AN EXAMPLE of a regular classified. It is charged by the word for both private accounts and for Purdue students with a valid I.D.

#### TYPE 1

This is an example of classifieds type No. 1. It uses a small headline and is charged \$4.00 per line.

#### TYPE 2

This is an example of classifieds type No. 2. It uses a medium headline and is charged \$4.50 per line.

#### TYPE 3

This is an example of classifieds type No. 3. It uses a large headline and is charged \$5.00 per line.

#### TYPE 4

This is an example of classifieds type No. 4. It uses a very large headline and is charged \$5.50 per line.

## policy information

### Ad Production and Submission

The Exponent will gladly design and produce ads free of charge. Proofs are available at the customer's request. Four business days are required and only one proof is provided per ad. Proofs are for the purpose of correcting production errors, not design changes. Any artwork submitted must have a resolution of 300 dpi or higher and have all fonts embedded in the document. The Exponent does not accept faxed artwork.

### Electronic Files

The Exponent accepts electronic files either by e-mail or on a Mac formatted disk. Files must be submitted in a PDF, JPEG, TIFF or Quark format. Submissions must be high resolution, 300 dpi or higher. Electronic files must be generated from originals that are as large or larger than the reproduction size. All ads submitted on disk or sent electronically must have the fonts embedded in the document. Files sent to the Exponent are considered locked documents. If changes must be made to the ad, the Exponent is not responsible for the quality of reproduction. The file must meet minimum web press specifications. PDFs generated in Distiller should use print presets.

Clients who frequently transmit electronic files may transfer them to our FTP site. This is a direct connection to our server and your files will arrive almost immediately. Contact the Exponent for details. The Exponent requests that all electronic files submitted be accompanied by a faxed copy of each submission to 765.743.6087.

### Ad Placement

Special placement, other than classified, cannot be guaranteed. Requests are honored when possible. Page position is neither sold nor guaranteed.

### Ad Payment

Payment in advance is required for all new accounts for a minimum of six months and for all transient, political, mail order and amusement advertising or until credit has been established by the business office. Billed accounts are expected to pay within 30 days or will be considered delinquent.

Prepayment for word classified is required unless there is an existing account with the Exponent. All billed accounts will be charged at the private billed rate. No refunds.



### Makegood Policy

In order for an advertisement to be considered for any amount of makegood, the Advertising Director must be notified by the advertiser within seven days after the publication of the advertisement. The original copy and instructions must be legible and clear.

The Exponent's liability shall not exceed the cost of the advertisement in which the error occurred and the credit will be for the first incorrect insertion only. Makegood advertisements will be run, when feasible, before billing adjustments are allowed and may reprint only that portion of the advertisement that is in error.

The Exponent accepts no liability for failure to publish advertising. The Exponent accepts no responsibility for copy changes made by telephone. The Exponent accepts no financial responsibility for typographical errors that do not change the meaning or effectiveness of an ad, or cannot be automatically construed as damaging to the advertiser.

### Mail Order Advertising

Prepayment is required. If the mail order advertisement provides an opportunity for a reader to send money for a product or service, the advertiser must supply the Exponent with a contact name and street address if the only address in the advertisement is a post office box or phone number. If a product is involved, the Exponent may ask for the product at no cost.

### Acceptable Advertising

The Exponent accepts advertising containing alcoholic beverages, contraceptives or tobacco products. Advertising not accepted is at the discretion of the publisher. Examples of advertising not accepted: Ghostwritten work such as research papers, hate or discriminatory advertising and 900 numbers. No foreign languages will be printed without translation in the ad.

The Exponent reserves the right to regulate typographical tone, subject matter, form, size, wording and illustrations of all advertisements and to reject or revise copy that in its sole opinion is objectionable or does not meet the Exponent's standards. The Exponent also reserves the right to label any advertisement "paid advertising."

No ads will be published upside-down, sideways, or in any other manner not consistent with traditional newspaper make-up unless specific circumstances deem it necessary.

### Ad Cancellations

Advertisements canceled prior to 9 a.m. of the business day before publication will be charged 50% of the gross billing for that insertion. Requests for cancellation after 9 a.m. will be refused and the advertisement will run and be charged at the full rate.