

terms and conditions

General Information:

The publisher reserves the right to reject or cancel any advertisement. All advertisements must be identified by trademark, signature, logotype, etc. and must be designed to be distinctive from Fredericksburg Parent's editorial matter.

The publisher will assume no responsibility for (and the advertiser and its agent will indemnify the publisher agent) loss, expense or liability resulting from statements or inferences stated in a published advertisement. Publisher's liability is limited to the direct cost of the advertisement and not for any indirect or consequential damages including loss of business or profit. No conditions other than those set forth on this agreement shall be binding on the publisher unless specifically agreed to in writing.

Contract Regulations:

No advertising will be accepted in Fredericksburg Parent without an insertion order, contract or some other agreement in writing.

The advertiser assumes liability for the content of all advertising copy and agrees to protect the publisher from loss or expense on claims or suits based on the subject matter of such advertisements. Fredericksburg Parent reserves the right to edit, reject or comment on all editorial and/or advertising material submitted.

Ad Formats and Conditions:

A print-ready ad is one that is in its final form and no changes in either copy or art need to be made.

Ads designed by the client must be submitted no later than the 10th of the month in a standard digital format (TIF, JPEG, or PDF) at a minimum resolution of 300 dpi. If any changes need to be made, or if the ad arrives in any other electronic format, there will be a \$25 per hour reformat fee.

Ad positioning is at the discretion of FPF. A 15% premium will be charged to secure any guaranteed position.

Ads created in Microsoft Word or Publisher will not be accepted.

Materials for ads designed by Fredericksburg Parent must be submitted by the 1st of the month. One proof will be submitted to the customer for approval before being printed. Customer must reply within 24 hours from receiving proof to approve or request any changes; otherwise FPF will assume approval is given. Additional proofs will incur additional charges. Ad design fees will be charged even if ads are unused or disliked by the advertiser.

Discounts/Payment Terms:

A 5% prepay discount is allowed on the full amount of multiple ad insertion contracts only (6-month minimum). Pre-payment must be received before the first ad runs. Media Commissions and PPA discounts are not applicable when the prepay discount is taken.

Frequency discounts are granted only on advertising invoices paid within 30 days of publication, otherwise charges revert to the 1X open rate (15% premium).

All contracts cancelled prior to completion will be short-rated, that is, charged at the open rate rather than the discounted rate. Any special deals, trades or discounts will be rescinded if contract is short-rated and the client will be charged the full price.

Billing is 2 weeks prior to the time of publication; net 10 days. New accounts must establish credit by providing payment in advance of their first 3 ads.

FPF accepts checks, MC and VISA. If a check is returned for non-payment, advertiser must pay the balance of the contract by credit card plus a \$30 charge.

Accounts over 60 days delinquent will be pulled from the magazine. This does NOT cancel the contract. Advertiser must complete the contract or pay the short rate.

Advertiser must provide a credit card number even if advertiser prefers to be invoiced. Any invoice over 30 days past due will be billed to the credit card on file. Interest will be charged on accounts over 30 days past due at a rate of 30% per annum.

If the credit card payment is declined, full payment via cashier's check is due within 5 business days or the account will be referred to collections.

If account goes to collections, advertiser is responsible for collection costs.

NO refunds will be given on prepaid ads.

Deadlines:

Display advertisement deadlines are the 1st of the month preceding the publication. Ads received after the 5th of the month will not be proofed. Ads needing design changes after the 15th of the month will be charged with a \$50 rush fee. Ads received after the 10th of the month will NOT be billed in advance for the 5% cash discount.

No cancellations of advertising are accepted after issue space reservations closing dates; generally the 5th of each month.

Cancellation on contract ads must be made in writing 30 days prior to publication.

Advertisers will be short-rated if within a contract period they do not use the amount of space upon which contracts have been based.

A contract period is from the date of the first insertion. When new ad copy is not received by the 5th of the month, right is reserved to repeat the advertiser's last previous advertisement or to run a "house ad" at the advertiser's expense.

Reparations for advertising errors will be limited to printed corrections on the "Editor's Note" page. The value and extent of any "make good" ad is at the sole discretion of FPF and its agents.

Placement of an ad constitutes acceptance of the terms of this agreement.