

Policies and information

General policies

- ◆ Advertising copy is subject to the approval of The Daily Eastern News.
- ◆ Verbal agreements, promises or waivers of any nature not contained in this rate card shall not be binding.
- ◆ The Daily Eastern News will **not** be responsible for incorrect copy submitted by the advertiser or copy submitted after deadline.
- ◆ All ads accepted R.O.P. No positions guaranteed. Position requests will be honored when possible.
- ◆ Display ads less than two inches deep will not be accepted.
- ◆ Ads more than 13 inches in depth will be charged at the full column depth.
- ◆ Double truck ads will be charged for 11 columns.
- ◆ The Daily Eastern News will be responsible for only the first insertion of incorrect copy. Compensation for errors made by The Daily Eastern News cannot exceed the cost of the ad.
- ◆ Advertisements having the appearance of news copy must have the words "paid advertisement" printed above them. Such ads must be bordered.
- ◆ All ads must be accompanied by a signed insertion order. No ad will be taken over the telephone without a signed authorization form prior to the insertion absolving The Daily Eastern News of all liability for the telephone insertion.

Contract information

- ◆ Contracts are made solely for the purpose of advertising related to the advertiser's place of business. The contract privileges cannot be transferred to any other person, firm or organization.
- ◆ In the event the advertiser fails to use the agreed amount of space before the expiration of the contract or ceases to do business before the fulfillment of the contract, the advertiser shall pay The Daily Eastern News for all space purchased under the contract under the rate actually earned. For example, if an advertiser signs a 300 inch contract rate and only uses 200 inches of that contract, the advertiser will be charged the difference between the two rates for the amount of space used. (\$8.50-\$8.00=50 cents. 200 x 50 cents = \$100)
- ◆ All invoiced contract accounts **must be paid in full on or before the 25th day of each month following the receipt of the invoice.** If invoice is not paid in full, all advertising for that period will be billed at the open rate.
- ◆ Contract and local rates will not be extended to any individual, group or organization which is not controlled, operated and/or owned by the individual, group or organization seeking to place the advertising. Contracts may not be transferred.

CREDIT

- ◆ All new accounts will be required to pay in advance until credit is established. New businesses require one year of operation before credit is extended.
- ◆ Accounts which are more than 60 days overdue will not be allowed to advertise further until their debt is paid in full. Credit will have to be re-established on a new account basis.

POLITICAL ADVERTISING

- ◆ All political ads must be paid for in advance and must conform with federal and state election laws.

Product information

- ◆ Five display columns per page.
- ◆ Six classified columns per page.
- ◆ Display column width:
1 & 7/8 inches (11.5 picas)
- ◆ Classified column width
1 & 5/8 inches (9.4 picas)
- ◆ Full Page:
10 & 1/4 inches x 16 inches
(80 column inches)
- ◆ Printing method:
Web-offset
- ◆ Copy required:
Reproduction proofs
- ◆ 85-line screen preferred
- ◆ Minimum display space:
2 column inches deep
- ◆ All advertisements over 13 inches in depth will be charged for the full 16 inch depth

Cancellations/Adjustments to advertising

CANCELLATIONS

- ◆ Ads may be cancelled until deadline for submission. A 50% preparation charge will be applied after that time.

ADJUSTMENTS

- ◆ The Daily Eastern News liability will not exceed charge for the space occupied by the error. The Daily Eastern News is not responsible for typographical errors which do not decrease the value of the advertisement. Credit will be applied only for first insertion of ad and only when business manager has been notified within three days of publication.
- ◆ Any advertisement including copy submitted past submission deadline will incur a service charge of \$50.
- ◆ Any ad requiring a change after the advertising deadline will be subject to a composition charge of \$50.

Classified ad rates

LINE RATES

- ◆ 50 cents per word for the first day the ad runs. 20 cents per word for each consecutive day thereafter. 15 word minimum.

STUDENT LINE RATES

- ◆ Students with valid EIU IDs will be charged 30 cents per word for the first day and 10 cents per word for each consecutive day thereafter. 15 word minimum. **Student ads must be paid for when the ad is placed.**

LOCAL CLASSIFIED DISPLAY
\$11.75/col. inch

NET NATIONAL CLASSIFIED DISPLAY
\$12.00/col. inch

There is a \$25 minimum billing on all classified advertising with established credit. All other classified ads must be paid for in advance.