

**ADVERTISING POLICY OF *THE DAILY O'COLLEGIAN*,  
OKLAHOMA STATE UNIVERSITY**

*Revised August 2009, Effective immediately*

All advertising is subject to review, rejection, or acceptance by The Daily O'Collegian advertising department. If needed, the department will determine if the advertising meets standards of acceptability of The Daily O'Collegian. Standards of unacceptability include but are not limited to: MATERIAL THAT MISLEADS READERS; IS FALSE; PROMOTES ILLEGAL ACTIVITY; VIOLATES UNIVERSITY CODE OF STANDARDS; DENIGRATES RACE, AGE, GENDER, RELIGIOUS AFFILIATION; NATIONALITY; SEXUAL ORIENTATION OR THOSE INDIVIDUALS AND/OR GROUPS PROTECTED BY THE AMERICAN DISABILITIES ACT OF 1990.

**CANCELLATIONS:** Cancellation of advertising space is accepted until the deadline for space reservation. No cancellations will be accepted after deadline. Advertiser will incur a 50 percent cost-of-ad charge for cancellations and/or failure to submit ad for space previously reserved. If notice or copy is submitted by noon (two business days before publication), no penalty will be exercised. If the advertisement is not approved by the deadline, the ad will run as scheduled. If ad materials are not received by the deadline, ad will not run; however, the client will still be expected to pay for space scheduled and reserved for the ad. Advertising deadlines, as published herein, are strictly observed. A composition charge may apply to advertising submitted later than deadline. Late copy is accepted with the understanding that *The Daily O'Collegian* will assume no responsibility for any errors in published advertising.

**ERRORS:** *The Daily O'Collegian* will be responsible for the first insertion of incorrect copy unless that copy was provided camera-ready by the advertiser or its agent, in which case, the advertiser or agent assumes full responsibility. Compensation and adjustments will be considered only where errors occur in (a) business or group name; address, or phone number; (b) item price; (c) date, time, or place of event; (D) poor reproduction quality. The error must be solely the fault of *The Daily O'Collegian*. Minor spelling errors will not qualify for adjustment. Complaints must be registered with the Business Manager within 30 days of publication for consideration. Otherwise the advertiser will accept full responsibility. Compensation for errors made *The Daily O'Collegian* cannot exceed the cost of the ad. *The Daily O'Collegian* shall not be liable for any error omission in any advertisement published unless a proof of such advertisement is returned by noon the business day prior to publication with such corrections plainly marked. Please check your advertisement, as liability is limited to the first insertion of the erroneous advertisement. Requests for adjustments to your bill must be made within 30 days of the billing date.

**PROOFS:** Time permitting, proofs of display ads will be provided upon request. All proofs must be corrected and approved by noon one business before publication. No proofs will be shown on copy received after deadline or for an ad smaller than seven column inches. Ad will run as shown on proof unless a correction is provided by deadline.

Ads are sold as camera-ready art. Press optimized PDF files are strongly encouraged. TIFF, JPEG, or .eps files are accepted but not preferred. Files submitted in Microsoft Publisher or Word are not supported. *The Daily O'Collegian* cannot be responsible for improperly prepared digital ads. Please embed fonts, photos, and clip art into the artwork of the advertisement.

**DEADLINES- DISPLAY ADVERTISEMENTS MUST BE RECEIVED BY NOON TWO (2) BUSINESS DAYS PRIOR TO PUBLICATION (EX. MONDAY, NOON FOR WEDNESDAY'S NEWSPAPER). EARLY DEADLINES MAY APPLY DUE TO UNIVERSITY HOLIDAYS AND TO THE FIRST ISSUE OF EACH SEMESTER.**

**BILLING TERMS:**

All advertising, including classified, requires payment in advance unless credit has been established. Political, including campus candidates, and transient advertisers must prepay. A certified check or money order is required for out-of-town advertisers. Visa and Mastercard are accepted. Due to University policy, American Express and Discover are not acceptable. All rates are net to the newspaper. No cash discounts are permitted. Ads placed through agencies require payment in advance or billing to the advertiser, unless agency establishes credit and assumes responsibility for payment of its client's account. Payment is due 30 days from invoice date. Accounts falling 60 days past due will revert to prepaid status and must pay at least 50% of the past due amount with any new ad until the past due amount has been cleared. Submission of an insertion order constitutes a binding contract, which may be canceled following the newspaper's standard cancellation policy described above.