



# The Rider News

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## Advertising Policies

2007-2008

*Reach 3,500 young, educated consumers on 22 Fridays of the academic year*

### **Advertising Content Policy**

*The Rider News* is required by its own editorial policies and by University regulations governing student life and academics to reject certain advertising as inappropriate for the campus audience. Products and services that may not be advertised include, but are not limited to, liquor (although establishments that sell liquor may advertise other events or services as long as they do not specifically promote the consumption of alcohol); sex-industry services or employment; term-paper sales or other services promoting academic dishonesty; tobacco products; drug paraphernalia; firearms; and organizations or individuals advocating hate speech.

### **Advertising Submission Policy**

Ads are to be submitted exactly as the advertiser wishes them to appear. They should be printed with the exact spelling and punctuation desired by the advertiser. Ideally, they will be submitted electronically or in camera-ready form; faxes are discouraged. Although the *News* makes every effort to accommodate advertisers' placement preferences, position of ads cannot be guaranteed. No ads will be placed on the front or back page.

### **Advertising Correction Policy**

*The Rider News* is not responsible for print-shop errors and is not required to issue a discount or adjustment to the advertiser because of small typographical errors made by the advertising staff, such as minor misspellings or mechanical mistakes that do not hurt the image of the business or create a loss of sales. *The Rider News* will issue a discount or refund for significant errors made by the advertising staff, such as mistakes in the time, place, price, etc., that create a hardship to the advertiser. Such discounts or refunds are at the discretion of the advertising manager and executive editor.

### **Advertising Payment Policy**

Advertisers are billed upon publication, and payment is due within 30 days of the invoice date. Payments after 30 days may be subject to a penalty of 10 percent. After 120 days, the bill may be submitted to the University's collection agency. *The Rider News* does not accept advertisements on a barter basis.