

2019 Advertising Policies

ADS Policy

Composition and artwork produced by Student Media Advertising become the property of same and may only be used with the permission of the Advertising Design Manager and Advertising Sales Manager.

The advertiser is liable for their own advertisements authorized for publication and any claims made against Student Media publications because of that ad. Student Media Advertising is not responsible for the material of advertisements nor is the message a reflection of Highlander Student Media's views.

Ads may be enlarged to fit purchase space or floated in white space

Borders may be placed on ads submitted without them.

On-campus rates apply only to university-recognized departments, staff, students, clubs, and organizations. Students placing an ad for a business must pay the rate that would normally apply to the business.

Student Media has the right to change the format of the ad if it does not meet mechanical specifications or is not compatible with our publishing system. Student Media is not responsible for any changes to the ad that may occur during the format change-process.

Advertisements we will not accept

1. Advertisements that market or contain any alcohol or tobacco, the use of alcohol or tobacco, pictures of alcohol or tobacco, happy hour specials, and any brand names or types or anything against Virginia's Code of alcohol or tobacco advertising.
2. Advertisements for any sexual escort services or 900 numbers.
3. Advertisements for gambling.
4. Advertisements for firearms
5. Advertisements for anything against Radford University's Honor code (selling term papers, etc.)

6. Advertisements for anything that is illegal in the Commonwealth of Virginia. This includes illegal drugs and drug paraphernalia.

7. Advertisements containing profanity.

All ads are subject to Advertising Manager's and Editor-in-Chief's discretion. If anything is deemed inappropriate, the Advertising Manager and Editor-in-Chief have the right to change the ad or deny publication.

Payment Policy

To advertise in Student Media publications, all advertisers must have a Federal Tax ID number or Social Security number on file with the Business Department.

Cancellation and Amendment Policies

Advertisements cancelled after the publication deadlines are subject to a cancellation charge equal to one half the advertisement cost. Changes received after the publication deadlines are not guaranteed. If advertiser has a multiple run contract and does not advertise on the given date, the ad is considered cancelled as well and the same charge will be applied. If advertiser does not fulfil the number of ads stated in the contract, the client is billed for the total amount of ads not run.

There is a \$15.00 service charge applied to all returned checks

Liability

Advertisers agree to indemnify and hold harmless Radford University, its Board of Visitors, and its officers, agents, and employees from and against any and all loss, cost, and expense including reasonable attorney fees resulting from the publication by Student Media Advertising of the advertiser's advertisement.

Mistakes

Student Media Advertising is not liable for mistakes due to printer error or camera-ready advertisements. Make good space will be offered if the error is the fault of Student Media

Advertising or one of its publications. Student Media Advertising also reserves the right to offer a discount on future advertising; the percentage and duration of the discount are determined by the Advertising Sales Manager. Make-goods for mistakes due to poor print quality will be issued via an ad identical in price and size to the original advertisement purchased and placed in the following issue of the same publication. As this is not the fault of Student Media Advertising the terms of this error are non-negotiable. If an ad does not run in the first scheduled issue, an ad equal in size and price will print in the following.

Deadlines and Proofs

All advertisements must be submitted at least 5 days prior to date of publication unless otherwise noted by the Advertising Manager or Editor-in-Chief.