

Key Peninsula News Advertising policy

(Approved January 2006; last revised March 2008)

1. Advertising copy

The Key Peninsula News will accept paid advertisements that are consistent with its publishing policy, mission, and editorial philosophy. The K.P. News will solicit generally acceptable ad copy from commercial, industrial, political, recreational and charitable institutions and organizations on a for fee basis. All political ads must be paid in advance such that the check clears the bank before the newspaper issue in which the ad would appear goes to press.

Ads that would violate the Non-Profit Permit regulations are not allowed unless the advertiser pays the additional mailing cost of the issue. Other unacceptable ads include ads for gambling activities, nude bars, tattoo parlors, tobacco products, hard liquor and beer products, hate groups, and any ad that is not in good taste or would offend a reasonable reader. Ads from local nonprofit groups that advertise fund-raising events that include alcohol are considered acceptable. The KP News reserves the right to decline any advertisement on a case-by-case basis. The Editor-in-Chief will be tasked with carrying out ad policies.

The established advertising prices include one ad design free of charge, proofing for errors, and one-time complimentary photos to accompany the ad. Additional services, including extensive revisions to original ad material or design during the proofing stage, multiple photo sessions, or logo design, will be billed at the rate of \$50 per hour.

2. Advertiser responsibilities

It is the advertiser's responsibility to ensure submitted art complies with copyright laws, and submitted materials are complete. KP News is not responsible for errors and omissions in the submitted advertisements, late submissions or errors beyond its control. An advertiser may request a proof of the ad in advance for approval. Advertisers who submit ad copy after deadline forfeit the right to receive a proof and approve the ad. The Key Peninsula News is not responsible for errors caused due to late ad copy submission.

3. Payment and collections

All advertising payments are due within 30 days of invoicing, with exception of classifieds (see next section). Unpaid balances are invoiced monthly until paid in full. A 10% late fee is charged for balances that are more than 30 days past due. Advertisements are not accepted from any client who owes for two or more months or more than \$500, regardless of their contract. The contract may be extended at the discretion of KP News to make up for the months missed due to suspension.

Advertisers with poor payment record must pay for future advertisements upfront and in cash or money order. Checks may be accepted at the discretion of the sales agent based on each situation.

Accounts with 90-days overdue balances will be referred to collections, so long as payment reminders or invoices are sent every month. A collection letter will be sent notifying the customer of pending action unless the amount is paid in full in 30 days. If the advertiser fails to respond to the collection letter by the date indicate, the account will be turned over to the KPCCA office manager, who will pursue further action with a collections agency. The sales agent will work with the clients as much as possible to

avoid collection actions by setting up a partial payment schedule or similar terms. Advertising may not be resumed until such terms are met.

4. Classified ads

Classified advertisements must be prepaid prior to each monthly advertising deadline. Payments may be made via phone using a major credit card; check mailed or dropped off at the KP News office, or with cash in person by the published deadline (refer to yearly schedule of deadlines). The KP News is not responsible for cash sent by mail. Customers with ongoing classifieds may request for KP News to keep their credit card information on file and to process the monthly billing by deadline. Customers with ongoing classifieds may be asked to complete a contract authorizing automatic charges, until a request is made via phone or in writing regarding ad cancellation. Ongoing classified ads will not be published unless payment has been received in advance.

5. House ad space

Civic Center activities and events, limited to 10% of advertising space in the KP News. House Ads are defined as ads that inform or advise of specific KPCCA events or activities, such as dances, concerts etc. that are sponsored solely by the KPCCA for its sole benefit and are scheduled on Civic Center premises. Schedules, elections of officers, and other general information are considered news and are not house ad space. Other Civic Center announcements such as thank-you letters, donations for solicitations, etc. are not considered free advertisements and must be included in the letters to the editor or community sections, consistent with editorial policies for those sections.

Other free ad space may be granted as approved by the editor under guidelines furnished by the publisher. Local obituaries and social engagements such as wedding engagement and birth announcements are considered news and are not free ad space, and will be published as space permits, consistent with other news policies.