

## PUBLICATION CLOSING TIMES

- Pre-print reservations by Wednesday, Noon of prior week.
- ROP Space reservations by Thursday, Noon of prior week.
- Camera-ready materials due Friday, Noon of prior week.

## MECHANICAL REQUIREMENTS

All SAU Ad Sizes Accepted

### Broadsheet Page Dimensions

(New 12" web size):

- Depth 21"/Width 12"
- 6 columns per page, total 126"
- Broadsheet ads over 19" in depth billed at full 21"

### Tabloid Page Dimensions:

- Depth 13"/Width 9.50"
- 5 columns per page, total 65"
- Tabloid ads over 11" in depth billed at full 13"

### Receiving Ads: (in order of preference)

- E-mail – Send PDF formatted files to ads@wspnet.com
- AdSend – Mailbox address is VARSP
- FTP
- PDF file on CD

**Line Screen:** 85 line screen

## NET RATES

All rates on this rate card are NET rates and will be billed accordingly.

## TERMS OF PAYMENT

Advertisers with an approved credit application on file will be billed. Your bill will reflect your net rate. One tearsheet will be provided with the invoice for each display ad published unless notified otherwise. Payment is due within thirty days from date of invoice. Advertising placed by an advertising agency is the responsibility of that agency unless specific written instruction places payment responsibility with the client.

## GENERAL RATE POLICY

**Conditions:** The Washington Suburban Press Network reserves the right to revise its rates stipulated herein at any time. The advertiser shall have the right, within 30 days after notification of any such revision, to cancel an advertising contract without shortrate penalty charge, at any date upon which new or higher rates are made effective.

**Cancellation Charge:** Ads cancelled after Friday, 5:00 p.m. for the following publishing week will be charged 50% of advertising cost.

## CONTRACT AND COPY REGULATIONS:

- It is understood that individual publishers have the right to reject any advertising. In any event, the advertiser assumes liability for the content of all advertising copy printed and agrees to hold the Washington Suburban Press Network and its publishers harmless from all claims arising therefrom.
- The Washington Suburban Press Network reserves the right to revise all rates on a notice of 30 days to contract advertisers.
- Any advertiser who does not fulfill the advertising level indicated by his contract will be shortrated at the level actually earned.
- The Washington Suburban Press Network does not assume any responsibility for ad errors beyond the actual cost of the ad itself. In the event of non-publication of copy furnished, no liability shall exist on the part of the Washington Suburban Press Network and there will be no charge.
- Frequency or dollar volume contract discounts are available only to advertisers with signed contracts.
- All advertisements are accepted for publication solely with the understanding that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is further understood that, in consideration of the publication of advertisements, the advertiser and/or agency will fully indemnify and hold harmless the Washington Suburban Press Network and its publishers from and against any judgements, costs, expenses or disbursements incurred by reason of claims, or suits for libel, violation of privacy, plagiarism, copyright infringements or any other claims or suits based upon the contents of subject matter of such advertisements.
- Advertising which might be construed as editorial matter must be labeled "Advertisement."
- Every effort will be made to obtain positions requested by advertisers; however, position cannot be guaranteed, nor will any adjustment or refunds be made because of positions.
- Inaccurate rates on insertion orders from agencies will be treated as clerical errors and advertisement will be published and charged at the appropriate rate in effect at the time.
- The placing of any matter for publication with the Washington Suburban Press Network will be regarded as acceptance of the provisions of this rate card.
- Advertisements of a political nature must comply with existing federal, state or local requirements and must identify the sponsor. All political ads must be paid prior to publication.