

THE GUARDIAN ADVERTISING POLICY

EFFECTIVE APRIL 2014

DISCLAIMER Per editorial free speech policy, the purchase of an advertisement in The Guardian does not affect editorial discretion and content published in The Guardian. However, The Guardian will (to the best of their ability) be mindful of the placement of ads and their adjacent content.

ACCEPTANCE POLICY All advertising materials submitted are subject to review, rejection, or acceptance by The Guardian. If needed, The Guardian will determine if the advertising meets their standards of acceptability. Standards of unacceptability include but are not limited to: material that misleads readers; is false; promotes illegal activity; denigrates race, age, gender, religious affiliation, nationality, sexual orientation or those individuals and/or groups protected by the American Disabilities Act of 1990.

DEADLINES The Guardian observes two deadlines, one for space reservation and design services, and one for artwork submission.

SPACE RESERVATION & CHANGES The deadline for advertising space reservation and changes to existing ad reservations is **3 p.m. three (3) business days before** an issue's print date. In general, reservations must be placed by 3 p.m. on the previous Wednesday for a Monday issue and 3 p.m. on Monday for a Thursday issue. Please note that University holidays as marked on our publication calendar do not count as a business day.

SPECIAL ISSUES Due to the volume of interest in our special issues, reservations for special issues (as marked on our publication calendar) must be placed **one week (5 business days)** in advance.

LATE RESERVATIONS & CHANGES New reservations or changes to existing ad reservations after the space reservation deadline (including changes to color and/or size) are not guaranteed to be accepted. If accepted, a late fee equal to 25% of the highest total ad charge will be applied. Ad artwork for late reservations must be provided by the Advertiser.

ARTWORK SUBMISSION The deadline to submit camera-ready artwork is **12 noon, two (2) business days before** an issue's print date. In general, artwork is due on the previous Thursday at 12 p.m. for a Monday issue and Tuesday at 12 p.m. for a Thursday issue. Please note that University holidays as marked on our publication calendar do not count as a business day.

LATE ARTWORK Late artwork received may result in your ad not being printed or misprinted in the issue. Ads missed or misprinted as a result of late artwork submission is the responsibility of the Advertiser and the Advertiser will still be billed for the space reserved.

DESIGN The Guardian offers complimentary ad design services, provided that ad copy and design specifications are provided and discussed at least **five (5) business days prior** to an issue's print date. The more complicated the ad design, the earlier your ad specifications should be submitted. The Guardian limits the proofing process to two proofs, allowing for two revisions to be finalized **three (3) business days before** an issue's print date. Additional changes after this deadline will be subject to an hourly design rate of \$40/hour, and no major changes will be allowed.

ERRORS The Guardian strives to ensure ads run as intended by the Advertiser. Errors in print must be brought to The Guardian's attention within 10 business days after invoice. If The Guardian is at fault, The Guardian will make every effort to reschedule an ad of equal price under the following circumstances, unless the timeliness of the ad as passed. If the ad is run on an alternative date within one week of the intended date, the Guardian will consider the original error corrected ("made good"). In the event that an ad cannot be rescheduled due to timeliness, the Advertiser will not be billed or penalized for the ad.

ERRORS IN AD CONTENT For ads designed by the Guardian on behalf of the Advertiser and approved by deadline, every effort will be made to fix and reschedule the ad. For artwork submitted by the Advertiser, the Guardian prints as is, and is not responsible for errors made prior to receiving it.

POOR IMAGE QUALITY & MISSED ADS Ads that were submitted by deadline but do not print as scheduled, or print in poor quality (applies only to cases where ad file was corrupted/missing when transferring to printers).

DISCOUNTS If the Advertiser chooses to run less than the amount listed on the contract during the agreement period and no longer meets the requirements for the discount, the Advertiser agrees to pay the standard rate earned according to the current Guardian rate sheet. If the truncated ad run is a result of The Guardian's error, the discount will be honored if the ads cannot be rescheduled due to timeliness.

RATES The Guardian offers different rates for regional/national & agency, local, and UCSD clients. The Guardian reserves the right to determine which rate an advertiser qualifies for.

UCSD Available only to UC San Diego departments and student organizations registered with the Center for Student Involvement, and must be paid for with a six-character recharge index or UCSD Express Card.

LOCAL Available only to advertisers located in San Diego County and departments from other campuses in the UC system. Please note that the budget for the ad must be local. If the budget is national, or an agency is placing the campaign, the advertiser is subject to the regional/national & agency rate.

REGIONAL/NATIONAL & AGENCY This rate applies if Advertiser does not qualify for the UCSD or local rate.

RATE CHANGES If The Guardian changes the rate under the category the Advertiser qualifies for, the Advertiser will be notified at least 10 business days prior to the change. The Advertiser has the right to cancel this agreement, without penalty, if such changes are not satisfactory. If agreement is cancelled after space has begun to run, the Advertiser will be billed for rates earned prior to cancellation of this agreement.

BILLING & PAYMENT The Guardian accepts payment by all major credit cards, checks, or inter/intra-UC campus recharges. The Guardian's billing cycle is currently the date of the last issue each month. This cycle is subject to change without notice.

CREDIT CARDS The Guardian accepts Visa, MasterCard, Discover and American Express. Advertisers who choose to pay by credit card are considered prepay and may be billed the full amount of their contract prior to or on the day of the first ad published. A valid and completed credit card payment form must be included with the contract prior to the ad's run. A declined charge may result in the postponement or cancellation of the Advertiser's ad run.

CHECKS Checks must be made out to UC Regents and include an invoice number. Terms are net 30.

Please mail checks to:
The Guardian
9500 Gilman Drive #0316
La Jolla, CA 92093

INTRACAMPUS RECHARGES For UCSD departments, a valid, 7-character index number must be provided in advance of the ad's run. Recharges are made on the day the ad prints. The Guardian accepts split/multiple indexes.

INTERCAMPUS RECHARGES For UC system schools, a completed Intercampus Order/Charge (IOC) form must be provided in advance of the ad's run.

TEARSHEETS PDFs of the issue can be viewed online at <http://issuu.com/ucsdguardian>. Physical tearsheets are mailed with invoice up at the end of a billing cycle.

CREDIT The Guardian reserves the right to dissolve this contract if the Advertiser's credit becomes impaired and to bill the Advertiser the rate earned for space already run under this contract.

PRE-PAYMENT The Guardian reserves the right to require pre-payment prior to an ad's run if the Advertiser is a first time client or has a history of missed or late payments.