CREDIT & ADVERTISING POLICIES

1. Accounts that are unpaid after 60 days will not be extended credit and a significant portion of the balance must be paid before further advertising is accepted for publication. This also includes university accounts.

2. New accounts will be required to pay in advance until credit is established. Credit will usually be established after 30 days. Any outstanding account over 60 days will result in canceling ad and payment in advance.

3. The East Tennessean reserves the right to edit or reject advertising at any time.

4. Advertising using a person’s name, photograph or other likeness must be authorized to run by notarized consent of the person(s) named or pictured.

5. In case of error or omission, the East Tennessean’s liability, if any, will not exceed the charge for that advertisement. The East Tennessean is not responsible for incorrect copy submitted by the advertiser. The East Tennessean will only be responsible for typographical errors which decrease the value of the advertisement. Liability for any error is limited to the first insertion of the erroneous advertisement. “Make-good” ads will run only as the Advertising Manager or Office Manager decide.

6. Alterations on advertisements will be set to follow the copy and layout style as closely as possible.

7. Cancellation of advertising space is accepted only until the deadline for space reservation.

8. Verbal agreements, promises or waivers of any nature not contained in this rate card shall not be binding.

9. Political ads should be paid in advance. Ads must conform to Tennessee campaign disclosure laws. Political ads must show clear endorsement, i.e., “Political Ad Paid for by (Advertiser).”

10. Ads are usually bordered, unless written specifications are made.

11. Clear sponsorship must be shown on each ad.

12. Position requests will be honored when possible, but not guaranteed.

13. Advertisements having the appearance of news must have the word “advertisement” printed above. Such ads must be bordered.

14. All space advertising rates listed in this publication are not local advertising rates unless indicated otherwise. No commissions for agencies or national representatives may be deducted from the local rate.

15. Advertising for ghost-written academic work, such as research papers, is not accepted.

16. Rates may vary for special editions. Contract rates will not apply to special editions.

17. Advertising of alcohol is acceptable but must conform to the following: It should not contain pricing nor offer free alcohol. Ads should include advertising for food products, the Tennessee state drinking age disclaimer and a reference to responsible drinking. Alcohol ads also should not contain references to events or programs that include demeaning sexual or discriminatory portrayal of individuals.

18. Volume discounts are available to advertisers who want to run ads in a specified number of issues. Advertisers who sign a contract for a volume discount rate must fulfill the terms of the contract. If they fail to do so, they will still be billed for the contracted amount.

19. Inserts should be no larger than 8.5x11 in size or no more than 2 pages. Inserts that do not meet these specifications may be rejected or an additional handling charge may be added. Maximum of two (2) inserts per issue.

20. There will be a $20 service charge on returned checks.

21. After 3 proofs there will be a $10 charge for each additional proof.

22. Ad size must conform with East Tennessean sizes or customer will be charged for next larger size ad. They will ONLY be accepted in PDF; TIF or JPEG format.

East Tennessean
STUDENT NEWSPAPER
EAST TENNESSEE STATE UNIVERSITY

Serving over 13,000 students and 2,100 faculty and staff members on ETSU’s campus

East Tennessean
P.O. Box 70688
East Tennessee State University
Johnson City, TN 37614-1709

Business Office........(423) 439-5363
Advertising...............(423) 439-4677
Editor........................(423) 439-4387
Advisor.....................(423) 439-6170
Fax............................(423) 439-8407

E-mail: etads@etsu.edu
Online: www.easttennessean.com

The business office is open from 8:00 a.m.-4:30 p.m. Monday-Friday.
Located on lower level exterior office in D.P. Culp Center, Suite 150
2009-10 PUBLICATION SCHEDULE
Summer Issues 2009 (Special Editions)
May  14                                Aug.  27
Sept.  3                                Jan.  21
      10                                25
      14                                28
      17                                21
      21                                4
      24                                8
      28                                11
Oct.  1                                15
      5                                18
      8                                22
      12                                25
      15                                22
      22                                4
      26                                18
      29                                22
Nov.  2                                25
      5                                29
      9                                22
      12                                8
      16                                12
      19                                15
      23                                19
Dec.  3                                22
      7                                26
      10                                29

2009-10 ACADEMIC CALENDAR
Aug. 27..............................Preview/Pride Week Issue
Aug. 31...........................................Fall Classes Begin
Sept. 3.......................................Welcome Back Issue
Oct. 19-20...................................................Fall Break
Nov. 26-27...................................Thanksgiving Break
Dec. 10......................................Last Issue Before Christmas
Jan. 14....................................Spring Classes Begin
Jan. 18......................................Martin Luther King Jr. Holiday
Jan. 21..........................................First Spring Issue
Mar. 8-13........................................Spring Break
Apr. 2.........................................Good Friday
Apr. 29..........................................Last Spring Issue

MARKET INFORMATION
The East Tennessean is the student-operated newspaper of East Tennessee State University.
In addition to an annual operating budget, the East Tennessean relies on advertising revenue generated from advertising sponsors, both local and national. Rates for reaching the ETSU market of more than 15,000 students, staff and faculty are based on the size of advertisements.

CIRCULATION
Fall and Spring Terms
Five thousand copies are distributed free twice weekly on Monday and Thursday, while the university is in session. The paper is not published during finals week. Newspapers are distributed at approximately 30 locations on campus and at ETSU’s branch campuses in Kingsport and Elizabethton.

DEADLINES
Monday paper................................Thursday at noon
Thursday paper................................Tuesday at noon

Inserts must be received seven days prior to insertion date and must be delivered by the advertiser to the printer, the Elizabethton Star, 300 Sycamore St., Elizabethton, TN 37643.
Ad proofs are available upon request. Deadline for corrections is 4 p.m. two business days before publication.

Display Ad Rate Table

<table>
<thead>
<tr>
<th>In./Col.</th>
<th>Col. 2</th>
<th>Col. 3</th>
<th>Col. 4</th>
<th>Col. 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>23.00</td>
<td>34.50</td>
<td>46.00</td>
<td>57.50</td>
</tr>
<tr>
<td>3</td>
<td>34.50</td>
<td>51.75</td>
<td>69.00</td>
<td>86.25</td>
</tr>
<tr>
<td>4</td>
<td>46.00</td>
<td>69.00</td>
<td>92.00</td>
<td>115.00</td>
</tr>
<tr>
<td>5</td>
<td>57.50</td>
<td>86.25</td>
<td>115.00</td>
<td>143.75</td>
</tr>
<tr>
<td>6</td>
<td>69.00</td>
<td>103.50</td>
<td>138.00</td>
<td>172.50</td>
</tr>
<tr>
<td>7</td>
<td>80.50</td>
<td>120.75</td>
<td>161.00</td>
<td>201.25</td>
</tr>
<tr>
<td>8</td>
<td>92.00</td>
<td>138.00</td>
<td>184.00</td>
<td>230.00</td>
</tr>
<tr>
<td>9</td>
<td>103.50</td>
<td>165.25</td>
<td>230.00</td>
<td>284.75</td>
</tr>
<tr>
<td>10</td>
<td>115.00</td>
<td>172.50</td>
<td>230.00</td>
<td>287.50</td>
</tr>
<tr>
<td>11</td>
<td>126.50</td>
<td>189.75</td>
<td>253.00</td>
<td>316.25</td>
</tr>
<tr>
<td>12</td>
<td>138.00</td>
<td>210.00</td>
<td>276.00</td>
<td>345.00</td>
</tr>
<tr>
<td>13</td>
<td>149.50</td>
<td>224.25</td>
<td>299.00</td>
<td>373.75</td>
</tr>
<tr>
<td>14</td>
<td>161.00</td>
<td>241.50</td>
<td>322.00</td>
<td>402.50</td>
</tr>
<tr>
<td>15</td>
<td>172.50</td>
<td>258.75</td>
<td>345.00</td>
<td>431.25</td>
</tr>
<tr>
<td>16</td>
<td>184.00</td>
<td>276.00</td>
<td>368.00</td>
<td>460.00</td>
</tr>
</tbody>
</table>

ADVERTISING SPECIFICATIONS
Columns per page........................................Five
Full-page size........................................10 x 16 inches
2-column width.................................3.903 or 3-29/32 inches
3-column width........................................6.0 inches
4-column width........................................8.0 inches
5-column width.......................................10.0 inches
Printing method........................................Offset
Format..................................................Tabloid

Local Display Ad Rates
$5.75 per column inch, open rate

University Departments
$5.00 per column inch (13% discount)

Student Organization Rates
$3.80 per column inch (34% discount)
Student organizations must be registered with the Student Organization Resource Center.

National Display Ad Rates
$7 per column inch

Color Charges
$100 for spot color (one or two colors)
$150 for full color (four-color process)

Insert Charges
$75 per 1,000 inserts

Contract Rates Per Semester
5-9 issues...........................................$5.40/col. in. (5.5% discount)
10-14 issues.......................................$5.20/col. in. (10% discount)
15 or more issues............................$4.90/col. in. (15% discount)
Discount Rates Apply To Minimum 24” Ads

Classified Ad Rates
$4 for the first 15 words and 10 cents for each additional word.