CREDIT & ADVERTISING POLICIES

1. The *East Tennessean* encourages all advertisers to pay in advance by credit card.
2. 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 and student organizations.
3. If the *East Tennessean* accepts an ad after the deadline (contingent upon available space), discounted rates will not apply to that ad. This also applies to university accounts and student organizations.
4. All space advertising rates listed in this publication are net local advertising rates unless indicated otherwise.
5. Rates may vary for special editions. Discounted rates will not apply to special editions.
6. Advertisers who purchase ads at a volume discount rate must fulfill the terms of the volume purchase. If they fail to do so, they will be billed for all ads at the open column rate.
7. After 3 proofs there will be a $10 charge for each additional proof.
8. Cancellation of advertising space is accepted only until the deadline for space reservation.
9. There will be a $30 service charge on returned checks.
10. 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.
11. Verbal agreements, promises or waivers of any nature not contained in this rate card shall not be binding.
12. The *East Tennessean* reserves the right to edit or reject advertising for any reason and at any time.
13. 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, TIFF or JPEG format.
14. All ads will have a 2-point border.
15. Alterations on advertisements will be set to follow the copy and layout style as closely as possible.
16. Position requests will be honored when possible, but are not guaranteed.
17. 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 office supervisor decides.
18. Clear sponsorship must be shown on each ad.
19. Advertisements having the appearance of news must have the word “advertisement” printed above.
20. 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.
21. 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).”
22. 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.
23. Advertising for ghost-written academic work, such as research papers, is not accepted.

2012-13
ADVERTISING RATE CARD

East Tennessean

STUDENT NEWSPAPER
EAST TENNESSEE STATE UNIVERSITY

Serving more than 15,000 students and 2,100 faculty and staff on ETSU’s campus

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

Business....................(423) 439-5363
Advertising..................(423) 439-6730
Newsroom....................(423) 439-4387
Advisor.......................(423) 439-6170
Fax............................(423) 439-4677
E-mail: etads@etsu.edu
Online: www.easttennessean.com

East Tennessee State University is a Tennessee Board of Regents institution and is fully in accord with the belief that educational and employment opportunities should be available to all eligible persons without regard to age, gender, color, race, religion, national origin, disability, veteran status, or sexual orientation.

TBR-260-133-11.5M
**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 17,000 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**

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Ad design is an additional $25 per ad.