

# Advertising Copy and Contracts Regulations

---

## General Terms:

1. All advertisements, contracts and insertion orders are accepted subject to the copy and contract regulations. Conditions appearing in contracts, insertion order forms or copy instructions that are contrary to the terms of these regulations will not be accepted unless agreed to in writing by the publisher.
2. Publisher reserves the right to refuse copy for any reason. Advertisers agree to hold publisher harmless from claims, damages and expenses arising from the publication or rejection of their advertising.
3. The contract is for ad space only. The Association and its publisher accept no liability for the appearance or accuracy of any advertising published. The Association will not convert submitted copy to camera-ready ads. The final appearance of all advertising is the responsibility of the advertiser or its agency. The cost of any changes made to advertisements after camera-ready art is received will be billed to the advertiser.
4. Any production materials submitted that do not comply with the mechanical requirements may not be accepted or may result in additional charges for changes. Incomplete art that requires any additional work will also incur additional charges based on the type of work necessary.
5. Unfilled or canceled contracts are subject to the short rate. The short rate will be calculated based upon the difference in payment between the original discounted rate and the rate for the actual number of insertions completed. All cancellations must be received IN WRITING before the closing date of the issue affected.
6. All contract adjustments for a given issue must be made prior to the printed rate card closing date for the issue being affected. Cancellations after space closing dates will result in billing for contracted space.
7. Rates are subject to change without notice. Contracts may be cancelled without a short rate penalty charge at the time when change in rate becomes effective if the space used prior to the date of cancellation has been in accordance with the contract.
8. First-time advertisers must pay in advance for ads until a credit application is reviewed and approved by SDAR's Accounting Department. Once approved, payment in full is due within 30 days of statement date. Accounts that remain unpaid after that period are subject to automatic contract cancellation as well as all terms and conditions normally applicable to contract cancellations. Recognized advertising agencies which pay on behalf of their client must remit payment within 30 days to be eligible for commission.
9. Advertiser and its advertising agency shall be liable jointly and separately for moneys due publisher for advertising that was published pursuant to order of advertiser or its agency.
10. Artwork returned only upon request. SDAR is not responsible for art after one year of production. If original art must be returned, please specify IN WRITING prior to the closing date of issue.