

Basic Creative Requirements

- PDF with all fonts embedded
- PRINT images must be submitted at **300 dpi / CMYK**
- WEB images should be submitted at **72 dpi / RGB**
- Black and white images must be in grayscale

General Advertising Terms & Provisions

Advertising Policy

All advertising is subject to the approval of The University Star staff. The University Star will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, gender identity, creed, religion, national origin or disability.

Advertisers must be honest about the products or services their ads promote. Content that is advertising in nature must be clearly labeled as such. It is deemed the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing and sale of its product or service.

All political advertising must comply with all applicable laws, including all federal elections laws, Federal Election Commission regulations, copyright laws, defamation law, and other state or local laws and regulations. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads. The University Star encourages responsibility and good taste in advertising.

Force Majeure

Neither Party will be liable or responsible to the other Party, or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent such failure or delay is caused by any: (i) acts of God; (ii) flood, fire, or explosion; (iii) war, terrorism, invasion, riot, or other civil unrest; (iv) embargoes or blockades in effect on or after the date of this Agreement; (v) national or regional emergency; (vi) strikes, labor stoppages or slowdowns, or other industrial disturbances; (vii) passage of law or governmental order, rule, regulation, or direction, or any action taken by a governmental or public authority, including but not limited to imposing an embargo, export or import restriction, quota, or other restriction or prohibition; or (viii) national or regional shortage of adequate power, telecommunications, or transportation facilities (each of the foregoing, a "Force Majeure"); in each case, provided that (A) such event is outside the reasonable control of the affected Party, (B) the affected Party provides prompt notice to the other Party, stating the period of time the occurrence is expected to continue, and (C) the affected Party uses diligent efforts to end the failure or delay and minimize the effects of such Force Majeure.

Insertion Orders

All advertiser's orders are subject to the terms and provisions of the current rate card. Quote pricing will be honored for 30 days. The representative of advertiser whose name is signed on an insertion order represents and acknowledges that he/she has full authority to do so and hereby assumes personal responsibility for the payment of all sums due hereunder. Advertiser and the representative whose name is signed to the Insertion Order each agree that the venue for any suit to collect and amounts owed to The University Star and its products and services shall be the courts of Texas and each agrees to be subject to the jurisdiction thereof.

Deadlines

Copy, photos and all ad material must be received at least 4 business days prior to the scheduled run date. Products, posters and flyers must be received at The University Star offices at least 10 days prior to the scheduled run date. Inserts must be received at the printer at least 10 days prior to the scheduled run date.

Any advertiser who fails to meet the deadline for providing ad materials will still be responsible for paying for the ad space reserved per the signed insertion order.

Deadline and Placement Information

Space and material deadline is 10 days prior to run date. Please contact your sales representative for more information.

Payment Policy

All orders must be prepaid in full unless the advertiser has an established history with The University Star and receives prior approval from the director. Payment may be made by check, cash, money order or credit card. All payments are non-refundable.

Advertiser assumes responsibility for checking proof of performance and ensuring their advertising campaign has run correctly. Advertiser is responsible for checking ad copy to ensure accuracy before the ads run. We regret it when mistakes happen and will

work to amend any advertising errors made by The University Star as quickly as possible. The University Star will be responsible for only the first insertion of incorrect copy. A credit for will be issued on the advertiser's account for only the first insertion of incorrect copy. Ads that have been signed off on by the advertiser but contain mistakes are the sole responsibility of the Advertiser.

Advertiser agrees that all bills are due and payable (net) within thirty (30) days. Ads 90 days past due will begin incurring a 10% late fee per day past due backdated to the 30-day mark. Payment may be made by check, cash, money order or credit card. Advertiser further agrees to pay reasonable collection and attorney's fees, in addition to the balance due if it becomes necessary to place for collection a bill incurred under this policy. If payment is not made in accordance with the above specified terms, The University Star reserves the right to refuse to run further advertising, and all bills shall immediately become due and payable. The University Star Student Publications Coordinator reserves the right to request full or partial payment in advance or to cancel credit services at any time on any account.

Ads submitted in the wrong format and requiring changes to meet The University Star's design requirements will incur a \$45 fee per ad. Changes made by the advertiser during the scheduled run of the ad will incur a \$45 fee per ad. This includes any changes to the ad design or visuals that will require additional edits or additional scheduling for The University Star staff.

Position

The University Star will honor position requests when possible. Guaranteed placement is available for an additional cost. Please ask your account executive for more information.

Newsletter

Advertiser will be automatically subscribed to The University Star newsletters upon finalizing their advertising order. Advertiser can unsubscribe at any time.

Memberships

The University Star and its personnel are members of the Texas Intercollegiate Press Association, Associated Collegiate Press, College Media Association, and the College Media Business and Advertising Managers.

Cancellation Policy

Advertiser must provide The University Star with a written cancellation request a minimum of 30 business days prior to the ad insertion date to discontinue or cancel a campaign (or portion thereof). The University Star reserves the right to charge the Advertiser up to a 10% cancellation fee for any unused portion of the campaign to cover internal costs.

Indemnification

All advertisements are accepted and placed by The University Star on the Advertiser's representation that Advertiser is authorized to publish the contents and subject matter of said advertisements. Advertiser agrees to indemnify and hold harmless The University Star and its officers and employees from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim or lawsuit for libel, violation of the right to privacy or publicity, plagiarism, copyright infringement and any other claim or lawsuit based on the contents or subject matter of said advertisements. Advertiser shall reimburse The University Star for any amount paid by The University Star in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy together with all expenses in connection therewith, including, but not limited to, attorney's fees and cost of litigation.

The liability of The University Star for any act, error, omission or failure to act for which it may be responsible shall, in no event, exceed the cost of the advertising space ordered. The University Star, will not, in any event, be liable for consequential or special damages including, but not limited to, lost profits or income. The University Star is not, in any event, liable for any errors or omissions in advertisement copy, including but not limited to, key numbers.

Unintentional or inadvertent failure on the part of The University Star to fill an order shall not constitute breach of the Insertion Order or this policy. The University Star shall not be subject to any liability whatsoever for failure to fill an order for advertising, or failure to publish or cause to be published, any advertising such failure(s) occasioned by accidents, fires, work stoppages, floods or other circumstances reasonably beyond The University Star's control.

The University Star reserves the right to cancel or reject any advertising.

Governing Law

Client hereby agrees to be bound by the terms of this purchase order and that this purchase order shall be governed by and construed in accordance with the laws of the State of Texas. Any civil action or proceeding arising out of or related to this contract shall be brought in the courts of the State of Texas.

By placing this order, I confirm that I have read and agree to the terms listed above.