

# The UW-La Crosse Racquet Publications Advertising Policy

## **The Publisher:**

The University of Wisconsin-La Crosse Racquet, publishing organization of The University of Wisconsin-La Crosse Racquet newspaper and all related publications and other proprietary domains operated by said organization including but not limited to those on Facebook, Twitter, and LinkedIn, shall hereafter be called "The Racquet." The Racquet reserves the right to refuse an advertising for any reason.

## **The Client:**

By signing the Insertion Order Contract, all current and prospective advertisers and/or other business partners (hereafter 'the Client' or 'Clients') agree to be bound by the terms set forth in this policy. The Racquet reserves the right to change these policies at any time, without notice. New policies will be posted in whatever manner reasonably deemed appropriate by The Racquet for 30 days before being effective and enforced. The Client further agrees to pay the full amount of the rate for the chosen advertisement format.

## **Deadlines:**

The deadline for all ads run will two days before the respected publication date. Insertion Order contracts and ad materials received after each deadline will be subject to full charges as defined in the Insertion Order contract, or will, at the discretion of the publisher and/or Editor-in-Chief, be run in a following date range and be subject to a penalty charge.

## **Rates:**

1. The Racquet reserves the right to change any advertising rates at any time. Revised rates become effective after being posted for 30 days.
2. Clients who do large volume with The Racquet, at the Racquet's discretion, may be offered rates not included in the posted rate schedules. These rates are subject to change after 30 days following The Racquet delivering notification to the Client.
3. Failure to submit the proper payment, calculated with the proper rate(s) and by specified date(s), will be handled as a calculation error. The Racquet may run the advertisement as submitted and the remaining balance will be billed to the Client without prior notification.

## **Special Rates:**

1. Not-for-profit organizations are defined as any University office or any organization that can provide proof of 501(c)(3) status. These organizations are subject to Non-Profit Rates at the discretion of The Racquet officials.

## **Discretion of the Publisher:**

The Racquet reserves the right to refuse any advertising request at its discretion, for reasons including but not limited to: miscalculated payment, payments not included with Insertion Order contract submission, payment history of the Client, advertisements deemed by The Racquet to contain offensive messages, and advertisements deemed to contain or advocate illegal or otherwise objectionable behavior.

## **Billing Policy:**

Clients who prepay their bills consistently may be eligible for a 5% discount of the net amount. This is at the discretion of the Ad Director or other Racquet Officials. Clients who choose to pay invoices after The Racquet runs or physically places the ad will be subject to the following conditions:

1. Clients will be granted credit based on their payment history with The Racquet.
2. Accounts become past 30 days from the date of the invoice. Overdue accounts are subject to a service fee of 5% for each month the invoice is outstanding.
3. The Racquet will make good and faithful efforts to collect outstanding debt, but reserves the right to send the Client to University Collections, a service of the UW-La Crosse. The Client is liable for all collection costs and fees incurred in this process.

## **Liability:**

1. The Racquet reserves the right to make typographical or technical changes to any ad so long as it does not, at the discretion of The Racquet, substantially alter or interfere with the intended message or value of the advertisement.
2. The Racquet assumes no responsibility for early, late, or undistributed issues due to measures beyond its control, including but not limited to the weather, delays caused by printing or shipping companies, or temporary changes to distribution dates reasonably made at the discretion of the Editor-in-Chief.
3. The Racquet makes no warranties as to the placement of any advertisement except where specifically enumerated in the Insertion Order contract or with approval of the Editor-in-Chief.

## **Exclusivity:**

Advertising materials created by The Racquet for its Clients remain the property of The Racquet and may not be used in any other publication without express written consent of The Racquet. Ownership over said materials may be purchased for a fee to be determined by The Racquet.