

TERMS AND CONDITIONS

COMMISSION AND PAYMENT TERMS

Retail rates are non-commissionable and billed net. All ads are accepted on a "cash in advance" basis unless prior credit is established. If a credit account is established, payment is due within 15 days from the receipt of the bill. A 1.5 percent finance charge per month (18 percent per year) will be added to any unpaid balance aged 60 days. Any collection fees incurred, including any attorney's fees, will be borne by the advertiser. Any federal, state or local taxes imposed on advertising will be assumed by the advertiser.

RETAIL RATE POLICY

- Retail rates are available to all those advertisers located in the local Naples market.
- National advertisers are considered all those outside Collier, Lee, Charlotte and Hendry counties.
- Publisher reserves the right to revise, reject or cancel any advertisement at any time.
- No brokered advertising space accepted.

AD PLACEMENT

Scripps Media Inc., dba Naples Daily News will attempt to accommodate any advertiser's request whenever possible. To accomplish this, advertisers are asked to provide their first and second choice of placement. Adjustment, re-insertion or refund will not be made because of the section and/or page position in which an ad has been published. Based on availability, specific locations may be purchased at an additional charge of up to 50% more.

ERRORS AND ADJUSTMENTS

Advertisers should check their ad after the first insertion. Scripps Media Inc., dba Naples Daily News shall not be liable for failure to publish an ad or for a typographical error or errors in publication except to the cost of the ad for the first day's insertion. Adjustment for errors is limited to the cost of that portion of the ad wherein the error occurred.

CONTRACT/COPY REGULATIONS

- Publisher shall not be liable for ads left out of paper or for any general, special or consequential damages.
- All claims for adjustments must be received within 30 days of publication.
- Publisher reserves the right to insert the word "advertisement" above any copy that resembles editorial matter. All body copy must be set in sans serif type.
- Changes on proofs will be limited to typographical errors only. Changes in copy set as originally ordered will be charged for the extra labor involved with a \$100 minimum.
- Advertiser is solely responsible for the content of all advertising published at their request or their agent, and shall indemnify, defend and hold harmless the publisher from any claim or lawsuit arising out of the advertisements.
- Advertising cancelled after space is reserved will be charged the contract rate.
- Art charges are \$100.00 per hour for custom illustrating/graphic services.
- Changes on discards submitted by advertising agencies will be charged at \$100.00 per hour with a minimum charge of \$100.00.
- All advertising material, which shall include the creative effort, illustrations, labor, composition or other materials furnished by Scripps Media Inc., dba Naples Daily News, is and remains the property of Scripps Media Inc., dba Naples News Media Group, including all rights of copyright therein. The advertiser understands and agrees that it cannot authorize photographic or other reproduction in whole or in part, of any such advertising copy for use in any other medium without the express written consent of Scripps Media Inc., dba Naples Daily News.

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