

# Larchmont Ledger

## Advertiser Information

**Advertising Space Deadline:** The deadline to contract advertising space is approximately the 15th of each month. Contact Libby Butler-Gluck at libby@larchmontledgerla.com and 323-644-5536 for deadline schedule.

**Advertising Cancellation Policy:** Ads cancelled by Advertisers after space reservation deadline will be invoiced and must be paid in full.

**Ad Proof Policy:** Ads must be submitted by the artwork deadline to be reviewed in the final press proof. Any ad not in the press proof will be invoiced and advertiser must pay in full. Further, the *Ledger* is not responsible for the print quality of any ads not submitted in time for the press proof.

**Overdue Accounts:** Ads are invoiced each month immediately after the paper is printed and distributed. Accounts past due two months or more, will not be allowed to advertise without bringing the account in balance.

**Payment Options:** Advertisers will be invoiced monthly via e-mail or U.S. Mail, whichever is preferred.

**Special Positions:** Charges for special positions (the back page or Page 3, for example) is an additional 20% of the cost of the ad. If an advertiser would like a specific page guaranteed that is also an additional 20% of the cost of the ad. Other requests for specific positions will be considered and granted when possible, but not guaranteed.

**Colors:** The cost to run an ad in 4-color process color is an additional \$350. The price for standard spot newspaper color (red, blue, green or yellow) is \$250 per color.

### General:

- Advertisers agrees that Advertiser is solely responsible for all content but not limited to text, claims, assertions, fact representations, opinions, illustrations, maps, sketches, labels, trademarks and copyrights of any ads printed and Advertiser further agrees to and shall defend, indemnify and hold harmless Publisher from any and all claims, actions, lawsuits, arbitrations, losses, costs, damages and/or expenses (including all expenses of investigation and defense, attorney's and/or accountant's fees and expert consultant fees) against Publisher which arise there from or which are related thereto.
- Publisher has sole right and discretion to reject any advertising submission. Advertiser may submit a revised version of any previously rejected advertising submission for Publisher's reconsideration, subject to, however, the Advertising Space Reservation Deadline and all other Advertising terms and conditions. In the event that the Advertiser does not make such a resubmission, or if any revised version of any previously rejected advertising submission is also rejected by the Publisher, the Advertiser has the right to cancel the advertising space reservation, but the Advertiser will be subject to and will pay 50% of the insertion cost.
- Advertising simulating editorial matters must be labeled "Advertisement."
- All advertising rates and conditions are subject to change with 30 days written notice from the Publisher.
- Advertisers can increase advertising size or number of insertions during contract period, with rates adjusted accordingly.
- Inserts are allowable subject to the Publisher's approval. Approximately 32,000 homes and businesses are within the delivery area. \$65 per thousand. Not commissionable. Minimum drop for insert is 5,000.
- Publisher retains all rights, title and interest to all layouts produced by *Ledger* staff.

### Contract and Copy Regulations

- Publisher will provide a "make good" on undated advertising in the following edition if material errors in copy offices in advertising on Publisher's part. If a "make good" is necessary on dated material (a special holiday promotion, for example), Publisher will provide the "make good" within a year from when the ad ran with the material error.
- Any materials used in advertising composition will not be returned and Publisher assumes no bailment or custodial representation of such items. Publisher will only return such items at the Advertiser's request.