

**12. ROP DEPTH REQUIREMENTS**

- a. All advertisements must be as many inches deep as columns wide.
- b. All advertising measuring more than 19 1/2 inches in depth will be charged at full 21 1/2 inch depth.

**13. CONTRACT AND COPY REGULATIONS**

- a. Objectionable Copy - the publisher reserves the right to refuse any advertising copy considered objectionable.
- b. Adjustments -will be made not to exceed the cost of the advertisement when error is made through no fault of the advertiser.
- c. News Style Ads - ads in news style must carry the word "advertisement" in 8 point type or larger and must be bordered.
- d. Advertiser represents that all advertising copy is truthful and not misleading. Advertiser shall indemnify and hold Publisher harmless from any claim against Publisher arising out of or in connection with publication of advertising (except for modifications made by publisher without Advertiser's approval) including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. If Advertiser claims copyright ownership in any of the advertising published, Advertiser must include proper notice of its copyright claim in the body of the advertisement, otherwise copyright ownership shall remain with Publisher."

**14. CLOSING TIMES**

<u>Day of Publication</u>	<u>Deadline</u>
Sunday .....	Thursday 12 Noon
Monday .....	Friday 12 Noon
Tuesday .....	Friday 4 PM
Wednesday .....	Monday 12 Noon
Thursday .....	Tuesday 12 Noon
Friday .....	Wednesday 12 Noon

**16. SPECIAL CLASSIFICATION RATES**

**Political Advertising**

Regular national advertising rates apply. Political advertising must be clearly identified as such and conforms to Texas and federal election codes and must be paid prior to publication.

**17. CLASSIFIED RATES**

Classified National Display Rates

Per column inch	<b>Daily</b>	<b>Sunday</b>
(9 column format).....	<b>\$22.40</b>	<b>\$23.10</b>

**18. COMICS**

Does not apply.

**19. MAGAZINES**

Does not apply.

**20. CIRCULATION**

Member of CAC

Statement available upon request.