

Advertiser's Copy Responsibilities

Although *The Wanderer* makes every effort to see that each and every advertisement is error free, this is not always the case. Because correcting advertising errors is very simple before the advertisement is printed, we are making an effort to catch these errors before they are printed in the final edition.

For all advertisements which appear in *The Wanderer*, the following policy is in place:

- When placing an advertisement, the advertiser should request a proof from the advertising representative and make arrangement to view this proof.
- All copy submitted for typesetting must be typed in black on white paper.
- The advertiser (person placing an advertisement) is responsible to request and check the proof of the advertisement(s) to be placed.
- Proofing is for corrections to grammar and spelling only, no additions or layout changes will be accepted.
- Copy proofs are available in our office on the Monday before publication at 10am and must be returned to the office by 11am on Tuesday.
- To be sure that our advertisers have ample opportunity to see their advertisement, we offer fax or email copies of ad proofs before publication. If this is not possible, a copy will be available for viewing in our office.
- Copy proofs that are returned late will not be included in corrections.
- The advertiser must return any corrections in person, via fax or email and they will not be taken over the telephone.

The Advertiser represents to *The Wanderer* that the Advertiser has the sole right, title and interest in the editorial content, artwork, marketing materials and/or other materials provided by Advertiser to Publisher for display in *The Wanderer*. Advertiser shall at all times defend, indemnify and hold harmless *The Wanderer* and its agents against any third party claims, liabilities, damages, costs and expenses arising out of or related to (a) the content of Advertiser's advertisements published by *The Wanderer* pursuant to this Agreement; and/or (b) the violation of third-party intellectual property rights by any editorial content, artwork, marketing material and/or other materials provided by Advertiser for display in *The Wanderer*.

Error Credit

When an advertiser follows the guidelines for checking a proof, and errors that have been marked are not corrected, *The Wanderer* will be responsible for crediting the advertiser for advertising costs on the following schedule: 25% of advertisement cost per error not corrected (first week) to a maximum total of 100% of advertisement cost.

I have read the Policies pertaining to Copy Responsibilities and understand my obligation when placing an advertisement in The Wanderer.

Contact Name	Signed	Date
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Business Name	Phone	Fax	Email
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Mailing Address	City	State	Zip
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Ad Rep	Short/Long Term	Proofing To
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