



ADVERTISING POLICIES

- The Talisman reserves the right to refuse an advertisement it deems objectionable for any reason.
- The Talisman will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin or disability.
- The Talisman will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages, such as "All-You-Can-Drink" ads.
- No paid advertisement is accompanied by news stories or free notices
- All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.
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- The Talisman is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- It is the responsibility of the advertisers to notify the Talisman of errors within five business days. The Talisman will be responsible for errors the first time a Talisman-created ad is published. Allowances will be made only for errors that materially affect the value of the advertisement. Non-compliance with this request leaves full responsibility with the advertisers.
- All ad changes and cancellations must be made before the advertising deadline. Ads cancelled after the commitment deadline will be charged the full amount of the ad's space.
- Advertising having the appearance of news must be clearly labeled as "Paid Advertising." Sponsored content will likewise be labeled as such. The Talisman will determine if the labeling meets its standards for clarity.
- New advertising accounts will prepay until credit is established
- The Talisman will extend credit to new accounts upon request under the following conditions: The advertiser must have an established history of satisfactory credit purchases and the advertiser must keep their account current. A credit application must be completed and will be evaluated based upon the credit sources listed by the advertiser.
- All political, "closing" and "going out of business" advertising must be prepaid.
- Promotions may be offered not listed on the rate sheet.
- Accounts not paid in a timely manner will be submitted for collection.