

STANDARDS OF ACCEPTABILITY

All advertising is subject to approval by the Student Publications acceptance committee. The committee reserves the right to refuse advertising content that does not meet The Daily Cougar's standards of acceptance. Ads for homework, term papers, adult striptease clubs, personals, psychic readers and adoptions will not be accepted and published by The Daily Cougar. A sample of all advertised mail-order items must be submitted to the advertising manager for approval prior to scheduling or publication of an advertisement.

The Daily Cougar will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any city, county, state or federal laws, or that is potentially libelous against a person based on race, sex, age, color, creed, religion, nationality or disability.

The Daily Cougar will make all reasonable efforts to see that advertising is published as accepted and that pre-printed inserts are distributed as ordered. However, The Daily Cougar will not be responsible for any consequential damages resulting from failure to do so.

The advertiser and/or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, photographs, and copyrights) for any advertisements placed in The Daily Cougar. Advertising having the appearance of news must be labeled "Paid Advertising" at the top center of the ad within its border. As required by Texas state law, all political and cause advertisements must display the phrase "Paid Political Advertisement" at the top center of the ad within its border.

All contract advertising is subject to the terms set forth in this rate card.

PAYMENT TERMS

All rates are net (non-commissionable and billed accordingly) and payable by cash, check, Visa, MasterCard, American Express, or P-card and SC Vouchers. Please make all checks payable to The University of Houston. Prepayment is required for all new advertisers, political, out-of-state and transient advertisers. By placing an advertising order, the advertiser agrees to and certifies conformity with The Daily Cougar's policies and terms. All advertising must be paid for in advance until the advertiser has established credit with The Daily Cougar. Allow two weeks for processing of credit applications. For those advertisers with approved credit, payment is due upon the receipt of invoice. All terms and conditions on the credit application apply.

The Daily Cougar advertising rates include ad design and layout services. Additional charges may be assessed for extensive design, photography, graphics or typesetting services. For those advertisers with approved credit, payment is due by the end of the month. All terms and conditions on the credit application apply.

CAMERA-READY TERMS

The Daily Cougar accepts camera-ready submissions with the understanding that the ad has been approved by the advertiser or a representative thereof for publication without additional changes or corrections. The advertiser is entirely responsible for insuring that camera-ready ads are delivered to the paper in publishable form. Please contact your

advertising representative at (714) 743-5340 before sending an advertisement in electronic format.

Information on electronic submissions can also be downloaded from <http://thedailycougar.com/advertising>.

To submit ads via e-mail, send files, including all placed art and fonts, to production@thedailycougar.com Include the advertiser's and sales rep's names in the e-mail message that accompanies your ad.

POSITION REQUESTS

Placement and page position of ads will not be guaranteed. Requests will be honored when possible.

ERRORS IN ADS

The Daily Cougar shall not be responsible for typographical errors which do not lessen the value of an advertisement. Liability for an omitted ad shall be limited to rescheduling at the advertiser's request. The Daily Cougar is not responsible for errors in advertising copy accepted after deadline or when advertisers or their representatives have approved an ad containing those errors.

The Daily Cougar will be responsible for only the first insertion of incorrect copy or scheduling. Compensation for errors made by The Daily Cougar is limited to the cost of the first insertion of the ad.

CANCELLATION OF ADS

Advertisers may cancel ad space up to the advertising deadline. Failure on the advertiser's part to give notice of cancellation by the deadline does not release the advertiser from responsibility for payment of charges for reserved ad space.

CONTACT US

DISPLAY ADVERTISING

713.743.5340
advertising@thedailycougar.com

CLASSIFIED ADVERTISING

713.743.5356
classifieds@thedailycougar.com

BUSINESS OFFICE

713.743.5350
business@thedailycougar.com

NEWSROOM

713.743.5360
news@thedailycougar.com

MAILING ADDRESS

Room 7, UC Satellite
University of Houston
Houston, TX 77204-4015

FAX

713-743-5384

ONLINE

<http://www.thedailycougar.com>
<http://www.uh.edu/sp>

SOCIAL MEDIA

<http://facebook.com/thedailycougar>
<http://twitter.com/thedailycougar>
<http://youtube.com/dailycougar>



PERSONNEL

Delores Crawford, Advertising Manager
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Matt Dulin, Production/Editorial Manager
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