

# Madville Times Advertising Policy

*Policy created September 26, 2007; updated October 5, 2007*

1. The Madville Times will consider requests to advertise on the pages of the Madville Times blog from local and area businesses and other organizations. The editor of the Madville Times reserves the right to accept or reject any advertisement.
2. **Content and Format**
  - 2.1. The advertiser and the editor will agree on the final content (text and/or images) and format before payment and placement of the advertisement.
  - 2.2. Ads will not exceed 180x150 pixels.
  - 2.3. All ads will be converted to JPEG format for publication.
  - 2.4. Ads may link to a website of the advertiser's choosing. Any linked website must belong to the advertiser or advertiser's business and relate directly to the product(s) and/or service(s) advertised (e.g., an advertiser may not place an ad for furniture that links to a site selling DVDs).
3. **Rates:**
  - 3.1. 180x150 pixel sidebar ad -- \$25 per month
  - 3.2. Rates may change month by month. Advertisers will be notified of any rate change at least two weeks before any change takes effect.
4. **Payment:**
  - 4.1. Advertisers may pay one month at a time or for any number months ahead of time.
    - 4.1.1. Pre-paid months are locked in at the current rate and will not be subject to any rate increases that may take place.
  - 4.2. A monthly payment covers the following month of publication.
  - 4.3. Advertisers will make payment up front.
  - 4.4. Taxes: The Madville Times collects all applicable taxes from advertisers per South Dakota law.
  - 4.5. Advertisers may pay by cash or check. Checks should be made out to "Cory Allen Heidelberger".
  - 4.6. An advertiser's ad will appear online within 24 hours of receipt of payment (or later, if requested by the advertiser).
  - 4.7. Payment is expected on the first day of each billing period (dates to be agreed upon by the advertiser and editor at the beginning).
  - 4.8. **Late Payment/Reposting:** If payment for the following month(s) is not received within three business days (Monday–Friday, excluding holidays) of the beginning of the billing period, the ad will be removed. To republish the ad, the advertiser will pay the full month's billing plus a \$5 republication charge.
5. **Placement:**
  - 5.1. The editor will place new ads in the highest available slot in the blog sidebar.
  - 5.2. The editor will rotate ads on a weekly basis.

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5.2.1. *Example:* During a four-week period, Ads A, B, and C appear on the blog. New ad, D, is added in the middle of week 2. The billing cycle for Ad A ends during week 3 and is not renewed. The ads will appear as follows:

Week 1 Ad Positions	Week 2	Week 3	Week 4
A	B	C	D
B	C	A (last week in rotation)	B
C	A	D	C
	D (added mid-week, after rotation)	B	

### 6. Termination of Advertising

6.1. Advertisers may request the removal of their ad from the Madville Times at any time. The editor will remove the ad within 24 hours of receipt of a written (paper or e-mail) removal request from an advertiser.

6.1.1. Advertisers requesting removal will receive no refund for any remaining time in the current billing month.

6.1.1.1. *Example:* An advertiser pays for an ad to be displayed on the Madville Times for one month, starting August 15. The advertiser e-mails the editor at noon on August 25 and requests removal of the ad. The editor removes the ad. The advertiser receives no refund.

6.1.2. Advertisers requesting removal will receive a refund of any fees paid for advertising time beyond the current billing month.

6.2. The editor reserves the right to remove any advertisement from the Madville Times at any time.

6.2.1. If the editor removes an ad due to an advertiser's violation of the terms of the Madville Times advertising policy, the Madville Times will refund no advertising fees for either the current billing month or any subsequent prepaid billing month.

6.2.2. If the editor removes an ad as a result of a request or order from a law enforcement agency, the Madville Times will not refund the advertiser for the current billing month. In this situation, the Madville Times will refund the advertiser for any fees paid for advertising time beyond the current billing month.

6.2.3. If the editor chooses to remove an ad prior to the end of a billing month for reasons other than violations of this policy, the Madville Times will refund any fees paid for advertising time for the current billing month and any pre-paid months beyond the current billing month.

6.2.3.1. *Example:* An advertiser pays for an ad to be displayed on the Madville Times for four months, starting August 15. The editor decides to remove the ad on October 10, despite the advertiser's willingness to continue running the ad. The Madville Times refunds the advertiser an amount equal to the fee for three full months of advertising time.

### 7. Editorial Control

7.1. The advertising agreement covers only the advertising services outlined in this policy and nothing else. The Madville Times assumes no authority over advertisers' pricing, services, or other policies and activities. Advertisers assume no authority over the Madville Times's editorial content, choice of other advertisers, or other policies and activities.