

## Event Marketing

Meeting potential customers face-to-face is half the battle when it comes to selling. The Saginaw News offers local businesses exciting venues to market products and services via our events and expos. In 2009, our list of events include:

- **March 7, 2009 - Bay City Times Women's Expo, Valley Plaza Resort - Midland**
- **May 12, 2009 - Taste of Home Cooking Show, Dow Event Center - Saginaw**
- **May 30 & 31, 2009 - Bay City Times Kite Festival, Tawas**
- **November 2009 (exact date TBA) - All About Women Expo, Ryder Center - S.V.S.U.**

For information on any of these exciting event opportunities, call your advertising sales representative or our marketing department at (989) 776-9701.



## Advertising Policies

### GENERAL

1. Publisher reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has been previously acknowledged and/or published.
2. The word "advertisement" will be placed with copy which in Publisher's opinion, resembles editorial matter.
3. All restrictions, including without limitation, positioning, separations, facings, editorial adjacencies or other stipulations are the sole discretion of Publisher. No adjustment, reinsertions or refunds will be made because of the position in which an advertisement has been published.
4. Failure to publish copy as ordered or material typographical errors by Publisher shall entitle advertiser to credit for actual space of error, which credit shall be the sole remedy to advertiser.
5. Advertiser shall indemnify and save Publisher harmless from any loss or expense, including reasonable attorneys fees, resulting from all claims or suits arising out of the publication or distribution of the advertising submitted to Publisher.
6. The make-up and composition of The Saginaw News advertising and news content is the sole property of The Saginaw News and may not be reproduced without our expressed permission.
7. No advertising space may be used, or re-sold, by the advertiser for the promotion, either directly or indirectly, of any business, organization or enterprise other than that one conducted by the advertiser.
8. Advertiser and Agency shall be jointly and severally liable for the payment of all bills and charges incurred. Advertiser authorizes Publisher, at its election, to tender any bill to the Agency, and such tender shall constitute notice to Advertiser of the bill and such manner of billing shall in no way impair the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Publisher. The rights of Publisher shall in no way be affected by any dispute or claim as between Advertiser and Agency.
9. Advertiser and Agency recognize that the copyright in any advertisements created by Publisher is owned by Publisher. As to all other advertisements, Advertiser and Agency agree that Publisher has the non-exclusive right, for the full term of copyright, by itself or through third parties, to republish and re-use any advertisements submitted in any form in which the advertisements may be published or used (in any media now in existence or hereafter developed) in whole or in any part, whether or not combined with material of others.
10. Publisher does not guarantee any given level of circulation or readership. Publisher is not responsible for any inadvertent or legally compelled disclosure of advertising information.
11. All issues relating to advertising will be governed by the laws of the State of Michigan. Any action based on or alleging a breach of this rate card must be commenced in a state or federal court in the State of Michigan.
12. The terms and conditions shown on this rate card shall govern the relationship between Publisher and the advertisers. Unless expressly agreed to in writing by Publisher, no other terms or conditions in contracts, orders, copy, instructions or otherwise will be binding on Publisher.

### RATES

1. Retail rates apply to firms doing a retail to consumer business exclusively through their own retail outlet or outlets within The Saginaw News distribution area.
2. Publisher reserves the right to revise the rates listed herein at any time upon 30 days written notice.
3. Orders which contain rates which vary from the rates listed herein shall not be binding on Publisher and may be inserted and charged for at the actual schedule of rates.
4. Classified rate based on 10-column format, 14 agate lines per inch.
5. Solid agate lines are charged for actual count up to 11 lines, 12 lines and up are charged by computer measured agate line count.
6. Advertisements are not subject to multiple discounts. When advertisements qualify for more than one, only the largest single discount will apply.

### CONTRACTS

1. Contract rates apply only if contract agreement is signed within 30 days of the first insertion.
2. Contracts are not subject to rebates, however they may be replaced with either a larger or smaller space commitment at any time. If replacement contract is for less space, charges for advertising placed prior to the change will be adjusted to the new rates.
3. Unfilled contract commitments will be subject to a rate adjustment charge to the open or best rate earned for all space used.
4. In the event copy is not furnished as contracted for, The Saginaw News reserves the right to repeat the last regular order and/or charge advertiser for minimum of inches or lines required under the contract, said charge to be paid for by the advertiser at contract rate.
5. Preprint inches count toward contract fulfillment. On zoned insert distribution, the percentage of inches will be equal to the percentage of the zoned quantity to full run distribution.
6. Classified contract rates require a 3 line minimum daily performance. Contract advertisers electing to not run will be charged 3 lines for each omission.

### OTHER TERMS

1. All local rates are non-commissioned.
2. No cash discount is given.
3. Payment is due on the 15th day of the month following that in which advertising was published, unless otherwise noted on the contract.
4. For billing problems or inquiries, please call Dolly Bakos at (989) 776-9749.
5. All display advertising will be charged on the basis of a measured column inch. Any amount not paid when due shall be subject to a time price differential at the rate of 15% per annum.

### CREDIT

1. All advertisements are sold on cash in advance basis unless credit approval has been granted by the Credit Manager.
2. All political and going out-of-business advertising must be paid in advance.