Augsburg College Echo Advertising Policies
2008 – 2009 School Year

Advertising Content

The Echo reserves the right to refuse advertising that is felt to be in poor taste; that is ambiguously or deceptively worded or portrayed; making the product or service unclear or open to misrepresentation; that advertises illegal activities; that maligns identifiable persons, groups or professions; that is not accurate or truthful, or that is otherwise deemed unacceptable by the Advertising Manager and Editor-in-Chief. Copyrighted materials that are not under ownership of the advertising client will not be published in the Echo.

Placement

The Echo cannot guarantee the position of any ad within the newspaper. The Echo will make every effort to accommodate advertisement position requests. Because late breaking news affects the design of the newspaper from time to time, the Echo does not guarantee advertisement position.

Payment

All ads will be billed to the advertiser on a 30-day schedule. Payment is due 2 weeks from the time of billing and can be sent to the following address:

Augsburg Echo
Attn: Advertising Manager
731 21st Avenue S, CB 148
Minneapolis, MN 55454