

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 Copyrighted materials that are not under ownership of the advertising client will not be published in the *Echo*.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