

**Henry Ford College
The Mirror News
Advertisement Policy**

General Guidelines

- The Business Manager and the Editor-in-Chief reserve the right to refuse any ad which violates federal law or HFC regulations.
- Ad requests from past due accounts will not be accepted until full payment has been received. Payment arrangements may be considered to resume ad placements.
- The Business Manager will determine any billing adjustments for advertising errors.

Errors made by the Mirror News are generally corrected or adjusted with one of the following:

1) In-kind placement.

Or

2) No charge for the ad which had an error due to the actions of the Mirror News.

- Notification of errors must be made within 30 days of the invoice date.
- Position requests can be made but not guaranteed.
- The advertisements will be placed in the priority of a first-come first-served process. Requests for specific positioning will depend on the availability of space. Future requests will be considered with an advance payment not to exceed two publication runs.
- The Mirror News reserves the right to revise its rates or any other condition set forth in the rate card at any time.

Website Sidebar Ads

Advertisers who pay for a full-page ad or multi-issue ads (two or more) will receive additional online space. Online ads are not available on an individual rate scale.

Classified Ads

Students may run a one-time classified ad for free. Students who wish to run an ad continuously will be billed at a reduced classified rate. The ad must comply with the Advertisement Policy and College standards.

Campus Advertisers

- College departments may advertise with the Mirror News at the regular ad rate for advertisers.
- Student clubs may advertise with the Mirror News free of charge depending on availability of space. Student clubs may also advertise with the Mirror News for a

nominal ad charge if free space is not available. Ad requests from paying venues will be billed in the usual manner. **Note:** The placement of campus ads is dependent on the availability of ad space.

Off Campus Payment Terms

- 1) All local businesses will be billed, with the balance due within 30 days of the invoice. A tear sheet will be sent as proof of insertion unless other arrangements are made. Invoices over 60 days old will be considered delinquent, and all advertising will be suspended.
- 2) All out of state advertisers must prepay (excluding recognized agencies) until credit has been established.

Advertisements that are Prohibited to Run in The Mirror News:

*Alcohol (beer, wine, liquor); Bar Establishments may be Advertised without Reference to Alcohol

*Mail Orders

*Open Employment (non-specific)

*Political Ads that Lack Proper Disclaimer

*Illegal Stimulants

*Tobacco

*Highly Sexual Content

*Information that may appear to discriminate or demean a particular group in reference to sexual orientation, race, gender, nationality, ethnicity, criminal record, religion, etc.

The above list is not inclusive and is subject to be changed as determined by the Editor-in-Chief, Business Manager, Faculty Advisor and the Student Newspaper Board.