

## **Political Advertising Policy**

All terms and conditions of current rate card are effective unless specifically noted below:

- All ads and/or inserts must be prepaid at earned rate on or before deadline.
- All ads and/or inserts must list who is paying for the advertisement in a minimum 10 point type at the bottom of the ad. If the ad is not paid for by one specific individual, then the ad must list the group/committee paying for the ad and their political number.
- All ads and/or inserts simulating news style must have a header of “Advertisement” across all columns.
- All ads and/or inserts must state “paid political advertisement” in lettering that is at least half as large as the lettering used in the ad and or in 10-point Roman type, whichever is larger. The words “paid political advertisement” must be set apart from any other printed matter in the ad.
- Herburger Publications reserves the right to accept or reject all advertisements.
- All ads and/or inserts must only state the facts and/or opinions of those paying for the ad. No ad can make reference to other individuals or group of individuals.