

Policy

Electronic Ad Transfer

Ads can be emailed to your Albert Lea Tribune account representative or to the Creative Director, Kathy Johnson at kathy.johnson@albertleatribune.com.

Payment Terms

Payment is required by the 10th of the following month, except for Print & Insert agreements. A \$30 charge will be assessed on each returned check.

Print & Insert Reservation Deadlines

Two weeks prior to insertion: Reservation & copy, Final Approval, 50% Payment

One week prior to insertion: 50% payment

Ad Cancellation

Display ads can be cancelled at any time up to deadline without charge. No cancellations will be accepted after that time. Print and inserts may be cancelled at any time up to two weeks prior to insertion, without charge. Between that time and one week prior to insertion, you may cancel a Print & Insert, but will incur 50% of the total price to compensate for printing. No cancellations will be accepted after deadline. Printed Inserts may be cancelled one week prior to distribution date.

Ad Approval

All advertising is accepted subject to approval by the Publisher. Albert Lea Tribune reserves the right to refuse or cancel any advertisement at any time. Every advertisement requires signature approval of the content by the Advertiser stating either "Approved As Is" or "Approved With Indicated Copy Changes." Albert Lea Tribune will not be liable for errors on approved ads not otherwise indicated.

Rate Policy

All rates listed are Net. No discounts will be applied with the exceptions of contract discounts. We reserve the right to implement rate changes at any time.

Political Advertising

All political advertising requires cash with copy and must comply with all regulations pertaining to such advertising.

Liability

Albert Lea Tribune will not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. The advertiser and/or advertising agency agrees to defend and indemnify Albert Lea Tribune against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Position Reservation

An advertiser may request a specific page within a paper for an additional 25% of the price of the ad. The ad must be a quarter page or larger. Reservations are based on a first-come, first-serve basis.

Tearsheets

Tearsheets can be provided for proof of publication upon request. Additional tearsheets can be purchased for a nominal fee.

Other publications

The Albert Lea Tribune maintains ownership of any advertisement that it creates. A camera-ready or electronic version of your advertisement can be obtained for submission to another publication for \$25.