

GENERAL STANDARDS

Advertising is not acceptable that tends, in the opinion of the Director of Student Media, to destroy the confidence of the consumer.

This includes advertising that is misleading, inaccurate, fraudulent, deceptive or ambiguous.

The Director of Student Media, in consultation with the Editor-in-Chief, reserves the right to reject advertising that makes misleading claims or uses art or words that impugn or degrade sex, sexual orientation, race, national origin, creed, color, disability or age.

The Director of Student Media reserves the right to reject advertising that promotes illegal activity or activity deemed detrimental or damaging to the University and its educational mission.

The director further reserves the right to reject any advertising which is deemed objectionable due to subject matter, illustration, phrasing or layout.

POLITICAL ADVERTISEMENTS

Political ads are accepted on a prepay basis only. The name and address of the advertiser, and the words "Paid Political Advertisement," must appear prominently within the ad.

ALCOHOL POLICY

Advertisements for beer and wine may be accepted but must conform with the South Carolina Alcohol Policy and Guidelines. Advertising for beer and wine must include the following statement: "If you are under the age of 21, it is against the law to buy alcoholic beverages. All South Carolina regulations enforced." Advertising of other alcoholic beverages is not acceptable. Advertising for beer and wine will not be accepted if it portrays individuals in a discriminatory manner, encourages high-risk consumption, or places an emphasis on quantity or frequency of use. Beer and wine should not be the only or central themes of such advertisements.

CHANGES, CANCELING/RESCHEDULING & ERRORS:

CHANGES

A charge may apply to ads which require changes after the published deadline.

CANCELING/RESCHEDULING

Canceling or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the deadline cannot be guaranteed. Advertisers who cancel after deadline will be responsible for the reserved ad space.

POSITIONING

Student Media Advertising reserves the right to refuse or edit customer-provided ads which are of improper size, contain grammatical mistakes, or are not formatted for newspaper reproduction. Student Media Advertising is not responsible for errors which are the result of customer-provided ads not meeting the criteria under mechanical specifications.

ERRORS

Student Media Advertising shall not be liable for slight changes or errors which do not lessen the value of an advertisement. In the event of an error in which Student Media Advertising is liable as herein defined, its liability shall be limited to an adjustment in the charge on the first insertion based upon the portion of the advertising space in which the error occurred.

Student Media Advertising will not be liable for any other errors unless notified with the correction before the deadline of the next issue in which the ad will run. Under no circumstances shall Student Media Advertising, its employees, officers, or the University of South Carolina be held liable for any costs or damages in connection with the advertisement(s) beyond the cost of the advertisement.

PAYMENT

All advertising must be pre-paid by the deadline, unless credit arrangements are made in advance. Failure to pre-pay by this time will result in a canceled ad. All balances must be paid within 30 days of publication. Please make all checks payable to "The Daily Gamecock." For a complete list of policies, please speak with your advertising representative.

Commercial billing is subject to prior credit approval. All other advertising must be prepaid. Credit card transactions are treated as cash.

To receive credit, a business must be in operation for one year for the credit request to be considered. A credit application must be filled out by the requesting advertiser and submitted to the Business Manager. If the business has been open for less than one year, all ads placed must be prepaid.

Completed credit applications should include at least one reference from an off-campus medium. The Advertising Manager and Business Manager review applications. Credit is approved at their discretion based on the advertiser's performance history with USC's Student Media and the information provided on the credit application. An advertising agencies' collection period may be extended at the discretion of the Business Manager and Director of Student Media.

Advertisements for political parties or candidates, bars or clubs, transient businesses may not be billed on credit accounts.

Accounts that have been approved for credit are invoiced monthly. Invoices are mailed prior to the 5th day of each month for the preceding month's advertising. Account payment is due no later than 30 days following receipt of invoice.

Advertising can't be accepted from accounts with balances more than 90 days past due. These advertisers will no longer be eligible for credit and must prepay for any subsequent advertising that is accepted. Once a past due account is paid in full, the advertiser's credit can be reinstated.

Advertisers with account balances more than 120 days past due will be sent a certified letter informing them that their account will be turned over to a collection agency if not paid within 15 days.

ACCOUNTS RECEIVABLE ACTIVITY TIMELINE:

0 – 29 DAYS

Current

30 – 59 DAYS

Due – request payment from business.

60 DAYS

Past due – a notification of hold being placed on account if not paid within 30 days.

90 DAYS

A hold will be placed on Advertiser's account.

Unpaid accounts more than \$100.00 will be sent to the University's Student Loan Collections office. If they deem it uncollectible, the debt will be sent to the University's collection agency:

- Payment is not received 15 days after the certified letter is sent.
- Accounts Receivable has provided write-off approval.
- The account will be cleared out of IMS and Ad Manager Pro.
- The Office of Student Media will collect no further payments. The Debtor must contact USC's collections agency to settle the debt.

Unpaid accounts under \$100 will be frozen and write-off requests sent to Accounts Receivable.

Contracts are for the current fiscal year and can't be extended past the current publication schedule. USC's Student Media will not guarantee positioning or placement, but will honor requests when possible. Placement requests will be approved at the discretion of the Advertising Manager based on the advertiser's performance and credit history with USC's Student Media.

The Director of Student Media has final authority on all financial, credit and business issues. Any deviations from this policy must be approved by the Director of Student Media and discussed with his/her direct supervisor at their next one-on-one meeting.