

P.O. Box 7417  
Little Rock, Arkansas 72217-7417  
(501) 664-0125 • Fax (501) 664-6572  
www.arkansas-catholic.org

### **General Policies**

Advertising supports *Arkansas Catholic* and our mission to inform and inspire our readers. To be true to our mission, we must consider the messages carried by advertising in the publication. We are also committed to good stewardship of our resources, by exercising good business practices.

To these ends, all advertising is subject to the approval of the publisher. We reserve the right to decline or cancel any advertising found to be unacceptable.

Our standard advertising terms and conditions are designed to reflect customary newspaper practice, offering flexibility to our advertisers while preserving our ability to meet our stewardship obligations.

■ **Terms and conditions:** Advertising is accepted only subject to the terms and conditions outlined on our standard ad agreement form, as follows. A signed agreement form is required for all advertising.

#### TERMS & CONDITIONS ON THE AGREEMENT FORM:

Please place advertising on my/our behalf according to the information supplied on this agreement.

I understand that I/we will be billed monthly for ads appearing during the month, that payment is due by the 15th of the following month and that a late fee will be charged on past-due accounts.

I understand that I may modify or cancel scheduled ads so long as such changes are made before the deadline for the affected issue. Cancellations made after the deadline will be billed as if the ad had appeared.

If I/we do not use the amount of space on which my billings have been based within a 12-month period after the first ad appears, the difference between the regular rate and the billed rate will be charged for ads that ran.

*Arkansas Catholic* is not responsible for errors in materials supplied by advertiser, or in ads published according to advertiser's approval. *Arkansas Catholic* shall not be liable for any errors beyond a credit for that portion of an ad found to be error, nor for failure to insert an advertisement.

*Arkansas Catholic* reserves the right to reject advertising it deems objectionable.

■ **Advertising not accepted:** We do not accept advertising for the following products or subjects:

- ◆ Alcoholic beverages
- ◆ Tobacco
- ◆ Gambling or casinos
- ◆ Private adoption or any adoption agency other than Catholic Adoption Services Inc., the diocesan agency.
- ◆ Political candidates or secular political causes
- ◆ Novena-related ads (St. Jude, etc.)
- ◆ Any ad placed anonymously

We will not accept advertising contrary to the moral teachings of the Catholic Church. We may request ad copy for review in advance of acceptance.