

Current News Media American River College,  
 Attn: Humanities Dept.  
 4700 College Oak Avenue  
 Sacramento, CA 95821

[current@arc.losrios.edu](mailto:current@arc.losrios.edu)  
 (916) 484-8304  
[www.arcurent.com](http://www.arcurent.com)

The American River Current is a college publication on a commuter campus with over 30,000 students with diverse backgrounds and ages. This provides a huge opportunity for businesses seeking new customers in the Sacramento area.

Our publication prints 5,000 copies in six issues throughout a 16-week semester. The student-produced newspaper will be a great place to have your advertisement stand out to a large local audience.

We are currently soliciting businesses to provide a unique opportunity to market at the second largest community college in Northern California. Our publication offers multiple size options to provide you with the flexibility to advertise in a way that meets the budgetary needs of your business.

**Ad Size, Rates**

Size	Width	Height	Nat'l Rate one time	Local rate one time
Full Page	10"	15"	\$862.50	\$562.50
1/2 Page	10"	7.5"	\$431.25	\$281.25
1/4 Page Horiz	10"	4"	\$230.00	\$150.00
1/4 Page Verti	5"	7.5"	\$215.00	\$140.00
1/8 Horiz	5"	3.75"	\$107.00	\$70.00
1/16 Horiz	5"	2.25"	\$64.00	\$42.00
Prices above are for B&W, color ads constrained to center two pages, add'l \$100				

**Publication Schedule Spring 2016**

<u>Edition #</u>	<u>Ad Deadline/Art Due</u>	<u>Publication Date</u>
Edition 1	September 07, 2016	September 14, 2016
Edition 2	September 21, 2016	September 28, 2016
Edition 3	October 05, 2016	October 12, 2016
Edition 4	October 26, 2016	November 02, 2016
Edition 5	November 16, 2016	November 16, 2016
Edition 6	November 30, 2016	November 30, 2016

**Advertising Agreement**

Subject to future rate increases

Business name \_\_\_\_\_ Telephone \_\_\_\_\_

Business Contact \_\_\_\_\_ Fax \_\_\_\_\_ (list agency name, if applicable)

Billing address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Beginning with the Edition dated \_\_\_\_\_, 20\_\_ and ending with the issue dated \_\_\_\_\_, 20\_\_, the undersigned advertiser agrees to purchase

\_\_\_\_\_ 1 ads \_\_\_\_\_ 4 ads \_\_\_\_\_ 6 ads \_\_\_\_\_ ad(s) in \_\_\_\_\_ weeks

Ad size: \_\_\_\_\_ Run Dates: \_\_\_\_\_

\_\_\_\_\_

In return for which advertiser will earn the rate of \$ \_\_\_\_\_ per ad or \$ \_\_\_\_\_ per column inch. Other charges (describe) \_\_\_\_\_ \$ \_\_\_\_\_ Total contract amount \$ \_\_\_\_\_

The terms and conditions printed on the reverse side hereof are expressly incorporated in and made a part of this contract. I have read and understand the terms and conditions of this contract. By my signature below, I agree to abide by the aforementioned terms and conditions and to personally guarantee payment of all amounts required under this contract.

Advertiser's/Agent's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_ Title: \_\_\_\_\_

Method of Payment \_\_\_\_\_ Cash \_\_\_\_\_ Check \_\_\_\_\_ Money Order Any change to this agreement must be made in writing and signed by both parties.

Advertiser's signature: \_\_\_\_\_

The American River Current/ Humanities Dept. 4700 College Oak Dr., Sacramento CA 95841 (916) 484-8304 • FAX (916) 484-8868 [current@arc.losrios.edu](mailto:current@arc.losrios.edu)

## TERMS AND CONDITIONS

### CREDIT AND PAYMENT TERMS

Payment in advance is required from new advertisers until credit has been established.

All advertisers are invoiced bi-weekly following publication of the advertisement. Accounts are due 30 days from publication date. Overdue accounts (any past 30 days) will be charged a 1.5 percent interest rate per month (18% annually).

**ACTS OF GOD** In the event of flood, fire, earthquake, strike or other emergencies this contract shall be waived for the period of time, and neither the Publisher nor the Advertiser shall be liable for damages.

If a contract is cancelled prior to fulfillment, a "Short Rate" billing will occur. "Short Rate" is defined as a billing process that occurs when an advertiser fails to complete a contract. At that point, all of the insertions that have been published at the contract price are recalculated at the frequency rate that has been earned and the advertiser is billed for the difference between the two amounts. The only time a short rate will not apply is when a contract is cancelled prior to expiration in order to write a new, longer term contract.

**COPY AND CONTRACT REGULATIONS** Advertising space ordered under contract may not be used in the interest of any other than the advertiser named on the contract.

The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.

Failure of advertising/agency to make an insertion order correspond in price or specifications with scheduled rate is regarded as a clerical error and the advertisement is published and charged according to the schedule(s) in force without further notice. Cancellation of advertising will not be accepted after closing date (Closing date is 1 week, Wednesday, before Publication date.)

Publisher shall try, but shall be under no obligation, to give notice of rate adjustments or changes. Contract rates are subject to future rate increases.

Publisher reserves the right to revise or reject any advertisement that closely resembles editorial matter or that is deemed objectionable in appearance or subject matter or that is questionable in standard business ethics or public policy. The publisher reserves the right to insert the word "advertisement" above any copy.

Position requests are given full consideration but publisher cannot be held liable for failure to accommodate said requests.

If an error in advertising copy or size occurs which is the fault of the publisher, and the advertiser notifies publisher of said error within five working days of publication, one or any combination of the following remedies may be offered: Publisher may offer a "make good" advertisement in the next available issue following disclosure of the error; publisher may cancel charges for the portion of the advertisement rendered valueless by the error.

The publisher cannot assume further responsibility for mistakes after one or more of the remedies listed above have been employed and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. **IN NO EVENT WILL THE PUBLISHER BE LIABLE FOR ANY COSTS, DAMAGES OR LOSS (INCLUDING WITHOUT LIMITATION LOSS OF PROJECTED EARNINGS) DIRECTLY OR INDIRECTLY ARISING FROM ERRORS IN ADVERTISEMENTS OR AD PLACEMENT OR FAILURE TO PUBLISH AN ADVERTISEMENT OR CIRCULATE ALL OR ANY PART OF AN ISSUE.**

It is agreed that the advertiser/agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. In the event that legal action or consultation is necessary to enforce the terms of this contract, the prevailing party in the lawsuit shall be entitled to reasonable attorneys fees and costs.

Advertiser represents to publisher that advertiser and its agents, if any, have the full legal right to publish, in their entirety, all advertisements submitted for publication hereunder, including the use of copyrights, trademarks and likenesses, and by publishing any of such advertisements publisher will not violate the rights of any person or any federal, state, or local statutes or rules and regulations of any applicable federal, state or local authority, and advertiser agrees to indemnify publisher, and hold it harmless from and defend it against, any losses, expenses, suits or claims (and any and all costs and claims, including without limitation, attorney's fees) which publisher may incur and which arise out of the publication by it of any such advertisements, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competition of trade practices, or copyright and/or trademark infringement.

Advertisements produced by the publisher shall be the publisher's property and may not be reproduced or otherwise used by the advertiser, or by other publications, without the publisher's prior written consent. This writing contains all of the terms and conditions of the agreement. No other representations, whether oral or written, shall be deemed enforceable unless appearing on the face of

this document. No changes can be made to the terms and conditions of this agreement without the authorized signature of both parties. By signing the front of this contract, you are agreeing to the above terms and conditions.