

# The Times-Picayune

## **Exhibit – 2021-2022 / Reference-Terms & Conditions for Capital City Press LLC:**

- a. Purchaser agrees to furnish all copy, art and other components necessary for production of advertisement prior to the times established by the publisher as deadlines.
- b. Retail rates in this card are available only to those businesses in the Baton Rouge, New Orleans and Acadiana Metro area doing retail to consumer business. National and classified rates are available upon request.
- c. The publisher assumes no responsibility for the omission of any advertisement, or for any errors above the value of the actual space occupied by such error in advertisements submitted after published deadlines. Credit will not be given for such errors. The publisher reserves the right to edit, alter or omit any advertisement.
- d. Special or specified position cannot be guaranteed but special placing is available upon request with a 15%-25% premium.
- e. Should the minimum space contracted for not be used within the contract period, the advertiser agrees to pay the difference between the inch rate contracted for and the rate for actual inches used.
- f. Preprint coverage areas will be matched as closely as possible to advertiser request based on zoning capability. The Advocate is not responsible for adjustments in coverage not requested by the client through an insertion order and will not review any variances past 180 days.
- g. Preprint minimums Wednesday-Saturday are 15,000 per version and Sunday is 25,000 per version and per market.
- h. Community newspapers are distributed in select zip codes and require both subscriber and non-subscriber coverage for inclusion in those zip codes. Community Newspapers are distributed within 36 hours; with a portion of the distribution up to a 72 hour window.
- i. The advertiser agrees to indemnify the publisher against any and all liabilities and expenses, including payment of judgments and attorney's fees and costs, arising from any and all claims involving the contents of any advertisements published.
- j. The advertiser agrees to assume sole responsibility for statements contained in his copy and to protect Capital City Press LLC against any and all liability, loss or expense arising out of claims of libel, unfair trade practices, unfair competition, infringement of trademarks, names of patents, copyrights and all violations of the right of privacy resulting from publication of the advertiser's copy.
- k. In case of any emergency which might curtail or prevent regular publication, The Advocate, The Times Picayune reserves the right to temporarily shift days of insertion, decrease size of or suspend publication of advertising. The Advocate, The Times Picayune shall not be liable for failure to publish an advertisement. The Advocate shall not be liable for any damages for failure to publish an advertisement whether caused by the negligence or fault of The Advocate, The Times Picayune.

## **Holiday requirements for November and December 2022 will apply, and final quantities will be determined for Holiday 2022 by July 31st, 2022:**

- All Sundays in Nov. & Dec. require full run quantities
- Thanksgiving Day
- Black Friday
- Christmas Day

