

# OUR POLICIES

## Basic Type Setting

Times graphic artists will design ads for our print and online customers. There is usually no charge beyond the space rate for these services, although modest fees may be added for photographs taken by Times photographers for advertisers. Prices quoted to advertising customers or their agents by Times sales representatives include all charges, net of all applicable Times discounts.

## What if There is a Mistake in My Ad?

The Martha's Vineyard Times and other related print and web publications make every effort to assure accuracy and timeliness of all advertising copy we receive according to our published specifications. In the event of an error on our part we will publish a correct replacement advertisement at no charge to the advertiser. Advertisers will need to inform us of the error in question by 2 PM of the Monday following the date of original publication.

## Website Advertising Policy

Internet ads that we create are the property of MV Times Corp. and will not be shared with other media outlets. We consider web ads we make for your advertising to be proprietary to us, and we won't entertain requests from other Internet advertising venues to share your ad.

## The Martha's Vineyard Times Credit Policy

Our statements are prepared as of the first of each month for charges incurred in the previous month. All accounts must be pre-paid unless advertisers request, and The Times approves, your signed credit agreement. Pre-paid advertising receives a 10% discount. Otherwise, accounts are due and payable 30 days after the statement date. A service charge of 1.5% per month will be applied on balances over 30 days. Any advertisers with balances 60 days or older must pre-pay for any future advertising and have a written payment agreement with the publisher until the account is current. Accounts with past due balances beyond 60 days will lose all discounts, including those we offer for volume, non-profit status and special packages, and amounts due will be recalculated. After 90 days no further advertising will be accepted.

