





## **POLITICAL COVERAGE – ADVERTISING**

- All political advertising is charged at the prevailing open rate. (No discounts, special pricing or earned rates.)
- All political advertising must be paid for in advance. No exceptions.
- All political advertising must carry a line reading "Authorized By...." or "Paid For By...." If authorized by the candidate, his authorized political committee or their agents, the ad must clearly state such. If not authorized, the ad must clearly and specifically state the name of the person, committee or organization who placed or financed the ad. (Personal identification may be requested.) In the case of citizens' groups, committees and unofficial organizations, these must be established, registered and/or reasonably identifiable to the newspaper's readers. If not, the name of the treasurer or another officer may be required.
- The phrase "PAID POLITICAL ADVERTISEMENT" by itself is insufficient.
- No political ads may be placed on special discounted pages or as part of any standing advertising features or categories within the newspaper that carry discounted or flat rates or restrictions on advertising. (e.g. page 1, main sports, directories, editorial page, comics page, etc.)
- There is no guaranteed position or placement offered for political ads. All political ads will be placed ROP — Run of Press — in our normal course of laying out the newspaper.
- In the case of questionable content (e.g. unfounded allegations, statements of fact that are suspect, or assaults on a candidate's character or moral standards), the newspaper reserves the right to verify such information before publication, or to reject the material.