

# » POLICIES | ADVERTISING | BILLING | DEADLINES

## Advertising Policy

- 01 All advertising is accepted subject to the Publisher's discretion at all times.
- 02 Advertiser assumes responsibility for unauthorized use of name, photograph, device, or word protected by copyright or registered trademark.
- 03 Any design, artwork or typesetting supplied by The Observer is copyright The Observer for the exclusive use by the Publisher. Any other use not authorized in writing is an infringement of copyright and subject to compensation.
- 04 Any notice of cancellation of ordered advertising must be sent in writing, and received by the Publisher prior to closing date.
- 05 The Publisher will not be responsible for damages arising out of errors in advertisements beyond the amount paid for the space occupied by that portion of the advertisement in which the error occurred.
- 06 There shall be no liability for non-insertion or late publication for any advertisement beyond the amount paid for such advertisement.

## Advertising Proofs

All advertising prices include design, 2 ad proof(s) if required and space. Ads will be proofed by either email, fax or hardcopy supplied. Please make it clear to your sales representative how you would prefer receiving your ad proof. Once an ad proof has been supplied to the advertising client, unless otherwise notified by client, the advertisement is considered approved. Once approved and published, advertiser assumes all responsibility for errors or damages arising from errors. Tearsheets do not accompany the Invoice | Statement. Archive copies of The Observer are available online which can be downloaded printed and saved for your files.

## Billing Terms & Conditions

- » All Invoice | Statements are payable without exception in 30 days.
- » Any discrepancies on the Invoice | Statement must be reported within 10 days of receipt.
- » Overdue accounts will be subject to a 2% per month interest charge.
- » Accounts over 90 days shall be referred to collections and then to litigation. Non-payment of accounts will result in advertising being cancelled and future credit terms revoked. Delinquent accounts will be reported to credit agencies. Overdue accounts will be responsible for all legal costs associated with collections or litigation.
- » Cheques rendered NSF shall be subject to a \$20.00 administrative charge added to your account.
- » Term agreements will be enforced regardless of whether the customer chooses to cancel the run prior to completion.

## Bill Payment Options

Invoice | Statements may be paid by cheque, cash or:



For your convenience payments can be made over the phone if paying by credit card.

## Advertising Deadlines

### DISPLAY ADS

*Wednesday by 5pm*

### CLASSIFIED WORD ADS

*Thursdays by 10am*

### FLYERS

*Delivered to our distribution centre  
by Mondays at noon.*

*Flyers must be booked with your sales  
representative at least one week in advance.*

## Hours of Operation

*Monday to Thursday 8am-5pm*

*Fridays 8am-4pm*

*Closed Saturdays & Sundays*

*Closed for public holidays.*

## Contact

*Tel: 519.669.5790 | 1.888.966.5942*

*Fax: 519.669.5753*

*Email: [ads@woolwichobserver.com](mailto:ads@woolwichobserver.com)*

*Web: [www.observerxtra.com](http://www.observerxtra.com)*



Download files at  
<http://www.observerxtra.com/mediaKit.html>

**Effective August 01, 08**

**OBSERVER**  
WOOLWICH AND WELLESLEY TOWNSHIPS

**IN PRINT. ONLINE. IN PICTURES. IN DEPTH**