

The following page contains an interactive PDF insertion order form for placing Display Advertising within *The Chronicle of Higher Education*.

To use this feature and type directly on the form, you must open and complete using a full software version of **Adobe Acrobat**. You will then be allowed to print, save and/or e-mail the filled PDF form.

***** WARNING: Using Adobe Acrobat Reader will only allow you to fill in and print the PDF form, not save it or another version of it. *****

At the top of the form is also reset button.

If you have any questions, please let us know at 202-466-1080 or by e-mailing display@chronicle.com

THE CHRONICLE OF HIGHER EDUCATION

Terms and Conditions for Advertising

- a. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold the publisher harmless against any expense or loss by reason of any claims arising out of publication.
- b. All contents of advertisements are subject to the publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. The publisher reserves the right to insert the word "Advertisement" above and/or below any copy. Only publication of an advertisement shall constitute final acceptance of the advertiser's order.
- c. Advertisements not received by the closing date will not be subject to approval or revision by the advertiser or its agency.
- d. Cancellations or changes in orders must be received in writing by the closing date. Cancellation of space order forfeits the right to position protection.
- e. Positioning of advertisements is at the discretion of the publisher. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- f. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- g. The advertiser and/or its advertising agency shall be jointly and severally liable for all moneys due and payable to the publisher for advertising which the advertiser or its agency ordered and which was published.
- h. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of the space occupied by the error.
- i. The publisher shall have no liability for errors in key codes, although allowances may be made in case of publisher's error.
- j. Individuals or organizations not known to The Chronicle are required to pay in advance for their first insertion.
- k. Unless specifically agreed to in writing by the publisher, these terms and conditions shall supersede and control any contrary provision of any contract, insertion order, or copy instructions.
- l. Because of breaking news and press capacity, an issue may occasionally be filled before all advertising has been accommodated. In that rare event The Chronicle will make a good-faith effort to accommodate advertising in the order of receipt of written insertion orders, and will promptly notify clients whose advertising has had to be omitted.
- m. The Chronicle requires that advertisers feature a diversity of racial and ethnic groups in their illustrations.
- n. Political advertisements must be prepaid and identified as paid for by the authorizing political campaign organization.
- o. A commission equal to 15% of the gross billing—not including charges for special services, which are non-commissionable—are allowed to recognized advertising agencies that are listed in the Standard Directory of Advertising Agencies or are members of recognized agency associations.
- p. Payment is due 10 days from the date of invoice. Commissions are not allowed on invoices that are 60 days past due.