



Advertising Contract

1. CTNewsJunkie.com reserves the right to reject any advertising.
2. All advertising is subject to the approval of the Editor-in-Chief of CTNewsJunkie.
3. CTNewsJunkie shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for as much of the space occupied by the advertisement as is materially affected by the error; and CTNewsJunkie obligation to give such credit shall not apply to more than one incorrect insertion under any contract unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion. In order to qualify for an allowance, claims for errors must be made to the Editor-in-Chief within thirty (30) days from the date of invoice. CTNewsJunkie will make the final determination on the amount, if any, of a credit allowance.
4. CTNewsJunkie accepts no liability for its failure, for any cause, to insert an advertisement. CTNewsJunkie accepts no liability for reductions in circulation or distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation, or any other cause beyond the control of CTNJ.
5. All positions of advertisements are at the option of CTNewsJunkie. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. CTNJ will seek to comply with section requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be followed. Office managers and account executives are not authorized to modify this provision or to guarantee positioning on behalf of CTNewsJunkie. The sole person with this authority is the Editor-in-Chief. Misclassification of classified ads is not permitted.
6. CTNewsJunkie reserves the right to convert all advertisements published on the Web site into digital and audio-text formats within other CTNewsJunkie products.
7. The advertiser and/or advertising agency shall pay the cost of composition of advertisements set but not used.
8. Charges for changes [not corrections] from original layout and copy will be based on current composition rates.
9. CTNewsJunkie will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or advertising agency or from a third party designated by the advertiser or advertising agency as a source for printing material.
10. Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
11. Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication.
12. Claims for errors must be made within 30 days following the publication date.
13. Advertisements must be paid for within 30 days of insertion or are subject thereafter to a service fee of 1.5% per month (18% per year) until paid. However, certain advertising categories will require prepayment as specified in the rate cards. Acceptable forms of prepayment are cash or agency guaranteed check. When any part of an account for advertising becomes delinquent, then the entire amount owed shall become due and payable and CTNewsJunkie may refuse to publish further advertising. In this event, the advertiser or agency shall pay for advertising space actually used according to the rate earned at the time of delinquency.
15. The advertiser and agency shall be jointly and severally liable to CTNewsJunkie for the payment of advertisements.
16. Advertisers who have not held contracts before must pre-pay in full the total cost of the contract.
17. There will be a \$25.00 charge for any check not honored by the bank. Returned checks must be replaced with cash, bank check, money order within 48 hours of notification. CTNewsJunkie reserves the right to withhold further advertising pending receipt of replacement funds.

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18. In the event an account is referred to a third party for collection, the advertiser and the agency agree to pay separately or collectively the collection and/or attorneys fees and disbursements of CTNewsJunkie, as well as the court costs incurred by CTNewsJunkie to effect collection.

19. Payment of account is not dependent upon receipt of tear sheets.

20. Advertising of different products of the same corporation under a general display advertising agreement may be combined to earn the lowest applicable rate.

21. Back-dating of contracts is not permitted.

22. CTNewsJunkie accepts advertising subject to all terms and conditions herein. Forwarding of an order by the advertiser constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by CTNJ, and those of subsequent rate cards. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of CTNJ. In the event of a conflict between the advertiser's order and the rate card, the rate card shall govern.

23. The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between CTNewsJunkie and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

24. CTNewsJunkie reserves the right to issue new rate cards and to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or or written notice of rate changes to the address of the advertisers or agency stated in a contract.

25. Contract requests must specify a definite beginning date and are subject to a rate card effective when the contract begins and subsequent rate card increases and modifications.

26. CTNewsJunkie maintains a Business Production Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability CTNJ has developed.

27. The final decision to accept or reject an advertisement rests with the Editor-in-Chief of CTNewsJunkie.

28. CTNewsJunkie may decline to accept advertising that is misleading, inaccurate, or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity.

32. If an advertisement contains statements or illustrations that are not deemed acceptable, and that CTNewsJunkie thinks should be changed or eliminated, the advertiser will be notified. CTNJ will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by CTNJ.

33. In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale or rental of real estate, fair employment practices, and political advertising.

34. CTNewsJunkie maintains clear separation between news and editorial matter and its advertisements. Accordingly, advertisements that include elements usually associated with CTNewsJunkie editorial matter will not be accepted (for example, but not limited to: CTNewsJunkie-style headlines, bylines, news-style column arrangements or typography). Additionally, the News reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

35. Rich Media Policy

Aside from click-through ads that open a new window en route to a separate URL, ads that expand outside of their rated size will not be accepted. We do not accept ads with sound, or jarring, blinking, continuous motion. Ads may contain limited animation such as:

1. Rollover – animation that only is active when prompted by a click or a mouse-over.
2. A non-continuous slide show - animation that starts when users either arrive at or refresh the page, and which finishes after a single play sequence.

CTNewsJunkie can also remove an ad that is too large, or which uses too many resources, for the site to load in an appropriate amount of time. While we want visitors to read, click on, and otherwise receive messages from our advertisers, we will not publish ads that will dominate the screen and be overly disruptive.

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36. Terms of the Advertisement

Upon receipt of payment for agreed upon terms, CTNewsJunkie agrees to publish a 160-by-XXX-pixel ad for **one year** from the date of receipt and/or successful upload to the site. CTNewsJunkie agrees to replace the ad image with a new image provided by CLIENT XX times at no additional charge. Additional image changes are \$25 each. CTNewsJunkie requires 24 hours or one business day's notice for any image change request.

Signed

Signed

_____ Date _____

_____ Date _____

Doug Hardy
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