

CALPCC Advertising Policies

- A. CALPCC has the right to reject advertisements that are not consistent with the values of our profession and do not keep with publication standards or objectives.
- B. The advertiser agrees to defend and indemnify CALPCC and its publications against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the website of the advertiser's advertisement.
- C. CALPCC will not knowingly accept advertisements that discriminate on the basis of an ethnic group, race, religion, gender, sexual orientation, age, and/or ability. All advertisers must comply with CALPCC's non-discrimination policy.
- D. CALPCC and its agents shall not be liable for any failure to post an advertisement.
- E. Orders, Changes, Cancellations
 - a. Any changes must be confirmed in writing.
 - b. Requests for a particular placement will be honored when possible.
 - c. Ads that require modification by CALPCC will be charged \$60/hour, but not less than 20% of the space rate. Advertisers will be given the choice of whether CALPCC should make the modifications or if the advertiser would like to make the modifications and resubmit.
 - d. Advertisers and agencies forwarding orders that contain incorrect rates or conditions to CALPCC are hereby notified that the advertising called for will be inserted and charged at the regular scheduled rate and conditions in effect at the time.
- F. Terms and Payments
 - a. All rates are in U.S. funds and must be paid in U.S. funds.
 - b. Payment in full is due prior to posting.
 - c. A 2% charge will be assessed on bills over 30 days old and on every additional month thereafter.
 - d. Publisher reserves the right to change ad rates and policies upon 30 days notice.
- G. By agreeing to the terms of this policy statement, the advertisers understand that CALPCC does NOT endorse any specific programs or institutions.