

## Approval of Advertising with the New University

All advertising is subject to acceptance by the New University, who reserves the right to reject copy at their sole discretion any time prior to publication under any circumstance without reason. The New University reserves the right to refuse advertising containing obscene, racist, sexist, false/misleading claims or other inappropriate content. No advertisements will be accepted that discriminate on the basis of race, creed, color, religion, familial status, sexual orientation, national origin, age, sex or physical handicap, but not limited to these. The New University does not allow specific types of products and services for advertising – please email for specific types. The New University has the right to edit content as deemed necessary in order to receive approval; approval will be granted from advertiser once changes have been made.

All rates are net and are NOT commissionable. All rates are subject to change and will be given a 30-day notice if done so. Advertiser agrees to the Advertising Policy with the New University once advertising is established either in contract and/or online submission, space reservation, and once advertisement is published.

Errors in your advertisement must be brought to the attention of the New University within 10 business days of post. The New University is not responsible for incorrect copy submitted by the advertiser. The New University is not responsible nor does it guarantee tracking, hits, or said business to advertiser's company and/or cause; including agency placements. The advertiser and/or agency assumes full responsibility of advertising placement and all content placed within the advertisement itself as well as any concerns, complaints, and/or issues brought about in regards to the advertisement.

**Liability:** The advertiser and/or agency agree to assume full and complete responsibility and liability for the content (including text, illustrations and copyrights) of any advertisements placed with the New University.

**Publishing:** The New University will make all efforts to see that all advertising submitted is published as accepted by the New University. The New University will not assume responsibility for any damages resulting from not doing so. No advertisement is accepted until published.

**Positioning:** Ad space location/position is not guaranteed, but can be requested.

**Political Advertisements:** Ads must conform to California campaign disclosure laws. These must show clear endorsement, i.e. "Paid for by (Candidate or Group)." All political-related advertisements will have placed upon them "Paid Advertisement" and other UC-related disclosures.

**Terms:** All advertising must be pre-paid.