

**Policy:** When you buy an ad in our products you are buying space. Reserving space for an ad is a contract. Cancellation of a contract must be in writing and postmarked, or received via email prior to the sales deadline of the publication. All creative work or information for creative work must be received by the next business day following the sales deadline. Advertising may not be cancelled after the sales deadline.

Premium page placement is guaranteed. Other advertisement placements will vary. The only way to ensure placement is to buy premium placement.

Camera-ready ads should be sent via email as an attachment or through a file-sharing site like Dropbox. Files should be prepared as 300 dpi without crop marks in CMYK. File formats accepted are .pdf or .jpg. All fonts should be converted to outlines or flattened. Fonts should not appear smaller than 9 pt. and all ad copy should be in true black (0/0/0/100).

Please schedule interviews within 2 business days. Any articles submitted by the client must also be received by noon on the day after the sales deadline for possible inclusion in the guide. All videos must be scheduled within 30 days of publication to avoid forfeiture of added value items free with full-page ads.

Full-page ads may include an optional .125 bleed. All other ad sizes do not include a bleed. Please email ads to [lindsey@fayettecountyrecord.com](mailto:lindsey@fayettecountyrecord.com), and cc: [becky@fayettecountyrecord.com](mailto:becky@fayettecountyrecord.com).

The Fayette County Record prides itself on quality, and that's why we offer free graphics design for use in our publications. There are no discounts when you provide your own creative work. We want you to be happy. You will receive a digital copy of your ad, which includes our copyright and the word PROOF as an overlay. We do this to ensure that our creative work will not be used in other publications. Please feel free to grab a screen shot of your ad off of the digital magazine posted on our website for any social media posts.

We welcome anyone to share our digital publications on other websites via link and a thumbnail. It is our goal to reach the largest audience possible for our advertisers. If you need help with this, please let us know.

Advertiser agrees to hold The Fayette County Record blameless for any and all dissatisfaction with the print quality of graphics not submitted in the correct file format. We reserve the right to reject advertising. The publisher reserves the right to alter any materials received at variance with mechanical requirements. The publisher reserves the right to trim, reset or change materials to standard size. The publisher makes no promise to provide a preview copy of advertisements if all ad copy is not in by deadline or if none is requested. Compensation in the case of a publisher error is limited to a correct reprinting of the ad in the newspaper. The publisher cannot guarantee color fidelity, changes or corrections on material received after deadline. Color reproduction on newsprint always varies in quality. No compensation is allowed for reasonable variations in the printing process. The current policy is retroactive and may change at any time.

Your account must be in good standing to receive added value incentives, BOGO's and bundles, or other free promotions with purchase of ad space.