



LAKE KIOWA CommuniQue

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Lake Kiowa, TX 76240
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ADVERTISING POLICY

Effective June 1, 2019

Because of the number of ads created each month, the following advertising policy is implemented to eliminate errors or omissions prior to printing.

A. Advertising Reservations

Advertising reservations are accepted from the 1st through the 15th of the preceding month of publication. **Ad space is limited**, so please make reservations as soon as possible.

Digital ads in PDF or JPG format are due no later than close of business on the **15th** of the preceding month of publication. ***Ad copy requiring design/production change must be provided by close of business on the 13th of the preceding month.***

B. Ad Proofs

One proof is provided for commercial ads for the advertiser to approve, or make any corrections or revisions. If there are any corrections/revisions, a second proof will be provided for approval. Additional revisions are charged at a \$20 hourly rate.

(Proofs are not provided for Market Place ads.)

Advertisers must inspect the ad proof carefully, including all copy, photos, graphics, phone numbers, etc. for accuracy. All *Lake Kiowa CommuniQué* responsibility for errors or omissions is removed upon advertiser or agent approval of proof.

The *Lake Kiowa CommuniQué* assumes no responsibility for any error in advertising when accepted after deadlines or when the proof has been approved by the advertiser, or his/her agent or representative, and in no case will adjustments be made for more than the cost of that part or parts of the advertisement in error.

Any adjustment made will not exceed the cost of the advertisement when error is made through no fault of the advertiser.

Every effort is made to create your ad correctly and to your specifications; however, as the advertiser, it is your responsibility to check and approve all aspects of your ad before publication.

C. Payment

Prepayment is required by the 15th for all advertisements.

Acceptable payment: Debit or credit card (Discover, Master Card, Visa only);

Lake Kiowa resident lot #, check or cash.

We strive to produce a quality publication and appreciate your continued business.

Lake Kiowa CommuniQué Staff