



Tarleton State University's official student news organization

Tarleton State University  
Office of Student Publications  
Main: (254) 968-9056  
Advertising: (254) 968-9057  
jtac\_ads@tarleton.edu

## ADVERTISING POLICY

- The advertiser must pay The J-TAC the total contracted amount in full **prior** to the first run of the online advertisement.
- The advertiser must submit ad content to The J-TAC no later than one calendar week before the first run of the online advertisement.
- The J-TAC reserves the right to refuse, reject or edit any advertisement based on its advertising policy.
- Advertisers must refrain from promoting alcoholic beverages, alcoholic drink specials and/or prices, tobacco products of any kind, weapons, "900" numbers, nude and/or topless dancing, contests that are deemed sexual and or sexually explicit in nature, pornography, or any other product and/or service that The J-TAC, The Office of Student Publications, the Division of Student Life or Tarleton State University may deem inappropriate.
- If the advertiser provides The J-TAC with payment from an account with insufficient funds (denied credit card, hot check, etc.) and the advertisement has already begun its run, The J-TAC will immediately pull the advertisement from its Web site. Any advertiser who makes a payment from an account with insufficient funds will be charged and additional \$25, which must be paid along with the total contracted amount **in full** before advertising will resume on The J-TAC Web site.
- The J-TAC will try to comply with position requests but will not guarantee position for any ad.
- The J-TAC will correct any error brought to its attention by the advertiser within one business day. A discount of refund **will not** be given to any advertiser who previously approved the ad in question.

### DISCOUNTS:

- The J-TAC will offer a 10 percent discount to any advertiser not affiliated with Tarleton State University who purchases three or more consecutive months of ad run time. A 20 percent discount will be offered to any advertiser not affiliated with Tarleton State University who purchases 12 or more consecutive months of ad run time. These offers cannot be combined.
- The J-TAC will allow Tarleton State University departments and/or organizations to purchase advertisements on a weekly contract basis.
- The J-TAC will offer Tarleton State University departments and/or organizations a 25 percent discount if an advertisement is purchased on a monthly contract basis. This discount cannot be combined with other discount offers.
- The J-TAC will offer churches and non-profit organizations not affiliated with Tarleton a 25 percent discount on each monthly ad run. This discount cannot be combined with any other discount offers.