STANDARDS OF ACCEPTABILITY

All advertising is subject to approval by the Student Media acceptance committee. The committee reserves the right to refuse advertising content that does not meet the Center for Student Media’s standards of acceptance. Ads for homework, term papers, adult striptease clubs, personals, psychic readers and adoptions will not be accepted and published. A sample of all advertised mail-order items must be submitted to the advertising manager for approval prior to scheduling or publication of an advertisement.

The Center for Student Media will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any city, county, state or federal laws, or that is potentially libelous against a person based on race, sex, age, color, creed, religion, nationality or disability.

The Center for Student Media will make all reasonable efforts to see that advertising is published as accepted and that pre-printed inserts are distributed as ordered. However, The Center for Student Media will not be responsible for any consequential damages resulting from failure to do so.

The advertiser and/or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, photographs, and copyrights) for any advertisements placed. Advertising having the appearance of news must be labeled “Paid Advertising” at the top center of the ad within its border. As required by Texas state law, all political and cause advertisements must display the phrase “Paid Political Advertisement” at the top center of the ad within its border. All contract advertising is subject to the terms set forth in this rate card.

PAYMENT TERMS

All rates are net (non-commissionable and billed accordingly) and payable by cash, check, Visa, MasterCard, American Express, or P-card and SC Vouchers. Please make all checks payable to The University of Houston. Prepayment is required for all new advertisers, political, out-of-state and transient advertisers. By placing an advertising order, the advertiser agrees to and certifies conformity with The Center for Student Media’s policies and terms. All advertising must be paid for in advance until the advertiser has established credit with The Center for Student Media. Allow two weeks for processing of credit applications. For advertisers with approved credit, payment is due upon the receipt of invoice. All terms and conditions on the credit application apply.

Center for Student Media advertising rates include ad design and layout services. Additional charges may be assessed for extensive design, photography, graphics or typesetting services.

CAMERA-READY TERMS

The Center for Student Media accepts camera-ready submissions with the understanding that the ad has been approved by the advertiser or a representative thereof for publication without additional changes or corrections. The advertiser is responsible for insuring that camera-ready ads are delivered in publishable form. Please contact your advertising representative at (713) 743-5340 before sending an advertisement in electronic format.

Information on electronic submissions can also be downloaded from http://www.uh.edu/csm.

To submit ads via e-mail, send files, including all placed art and fonts, to csmadvertising@uh.edu. Include the advertiser’s name and sales rep’s names in the email message that accompanies your ad.

POSITION REQUESTS

Placement and page position of ads will not be guaranteed. Requests will be honored when possible.

ERRORS IN ADS

The Center for Student Media shall not be responsible for typographical errors which do not lessen the value of an advertisement. Liability for an omitted ad shall be limited to rescheduling at the advertiser’s request. The Center for Student Media is not responsible for errors in advertising copy accepted after deadline or when advertisers or their representatives have approved an ad containing those errors.

The Center for Student Media will be responsible for only the first insertion of incorrect copy or scheduling. Compensation for errors made by The Center for Student Media is limited to the cost of the first insertion of the ad.

CANCELLATION OF ADS

Advertisers may cancel ad space up to the advertising deadline. Failure on the advertiser’s part to give notice of cancellation by the deadline does not release the advertiser from responsibility for payment of charges for reserved ad space.

OUR TEAM

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STUDENT MEDIA ORGANIZATIONS

THE DAILY COUGAR
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STUDENT VIDEO NETWORK
(832) 842-6236
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www/uh.edu/svn

COOG RADIO
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www.coogradio.com