

# Special Issues & Sections\*

New Years Day  
Martin Luther King Day  
Black History  
AANI Anniversary  
Historical Black Universities/Colleges  
Valentines Day  
Black Press Week  
Easter  
Mother's Day  
Malcolm X Birthday  
Memorial Day  
Graduation  
End of School  
Where To Eat

Hurricane Season  
Father's Day  
Juneteenth  
Independence Day  
Back to School  
Where To Shop  
Election Day  
Thanksgiving Day  
Christmas  
Kwanzaa

\* Special Issues will be published on the appropriate Wednesday prior to the Holiday or Recognition Day

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## Terms & Conditions

### **PAYMENT**

**Payment in advance is required of all advertisers. Credit (NET 30 ONLY) may be extended only after a fully completed and signed credit application is received and approved. Bills are due and payable upon receipt. Delinquent payment past 30 days will be subject to an interest charge of 1.5% per month. Cash payments are accepted only at the office.**

### **GENERAL POLICY**

All contracts, insertion orders and copy are subject to the approval of the Publisher of African-American News&Issues (hereafter referred to as The Newspaper. The Publisher reserves the right to edit or reject ad copy for any or no reason. **Advertising will be billed at the net rate unless a contract has been submitted for a specific frequency rate and time period.** Frequency discounts are determined by the number of issues used or by the number of insertions in a given issue within a 12-month period. Contracts canceled before completion will be short-rated at the earned rate. No rebates or refunds. Special promotional rates are not subject to any other discount. The Newspaper reserves to insert the word "Advertisement" within any ad. Signed advertising agreements are binding between The Newspaper and the advertiser. The advertiser is responsible for payment of advertising agreements placed by an agency or agent. The advertiser or its agency

or agent represents that it is fully authorized and licensed to use any and all copy and images submitted for publication. The advertiser, agency or agent further agrees to indemnify and release The Newspaper against all loss, liability, damages and expense resulting from the submission of such images or copy. A written insertion order constitutes the acceptance of all rates and conditions that exist when the advertising is sold. In the event of a conflict between the insertion order and the rate card or contract, the rate card or contract shall govern. No disclaimers or statement of conditions on orders other than those contained herein will be deemed binding upon The Newspaper. Any tax placed upon newspaper advertising by any taxing entity shall be added to rates included herein. The Newspaper reserves the right to revise its rates in writing and/or via web site posting, effective no less than five days after distribution and/or posting.

### **CONTRACT & COPY RELATIONS**

African-American News&Issues is only liable for composition errors. The Newspaper will credit or rerun the ad at no charge. Credit is allowed only for the first insertion. Notice of error must be given before the second insertion order, or, no claim for repetition will be allowed. All ads are ROP and position is neither sold nor guaranteed. Advertising copy will not be accepted on a "position or omit" basis. Representatives of The Newspaper are not authorized to make deviations from The Newspaper's rates and regulations.

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### **African American News&Issues**

**Address:** 6130 Wheatley St.; Houston TX 77091

**Phone:** 713-692-1892 • **Fax:** 713-692-1183

**Website:** [www.aframnews.com](http://www.aframnews.com) • **Email:** [news@afamnews.com](mailto:news@afamnews.com)