

# DEADLINES AND POLICIES

The *William & Mary Alumni Magazine* is published four times each year for alumni and friends of the College.

## DEADLINES:

### SPRING

Commitment deadline: January 15  
New art deadline: February 1  
Publication date: mid-March

### FALL

Commitment deadline: July 15  
New art deadline: August 1  
Publication date: mid-September

### SUMMER

Commitment deadline: April 15  
New art deadline: May 1  
Publication date: mid-June

### WINTER

Commitment deadline: October 15  
New art deadline: November 1  
Publication date: mid-December

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## POLICIES:

- The editor reserves the right to reject any advertisement that does not meet the College's standard of propriety.
- Full payment is due within 30 days of the invoice date. All overdue invoices are subject to interest at the rate of 1.5 percent per month (18 percent per year).
- Advertisers cannot cancel orders after commitment deadline.
- Advertisers are solely responsible for submitting required files by the new art deadline and confirming the files were received.
- The editor is not responsible for errors in printed ads. All ads should be proofed by the client before submission to the *William & Mary Alumni Magazine*.
- Positioning of advertisements is at the discretion of the editor, except when guaranteed by a written contract, in which case the positioning of advertisements shall be in accordance with the terms of the contract.
- Rates listed are for advertising space only. Other expenses incurred by the editor on behalf of the advertiser and its agency will be re-billed at net cost including changes made after the art deadline.
- No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instruction, which conflict with the editor's policies, will be binding on the Alumni Association.
- Conditions and rates are subject to change by the Alumni Association.
- Protective Clause: The advertiser or authorized agent agrees to assume all liability for content of ads printed.