



We believe South Hillsborough & North Manatee are full of
fertile communities in which to grow

Ready to
Advertise?
 Call
 813-645-3111

TERMS AND CONDITIONS

The advertiser agrees to make payment monthly on or before the 10th day for all space purchased during the preceding month. If an advertiser fails to pay by the next billing cycle (the date of the last publication of the month), a penalty of 18% per annum will be charged. Subsequent bills will carry a 30 day interest penalty compounded monthly.

The advertising rate is determined by estimating the annual volume. The advertiser agrees that if his advertising is less in volume than the agreed minimum or contract, he will be re-billed at the appropriate rate.

Request for positioning of an advertisement will be complied with whenever possible. No claim for adjustment, refund, or re-insertion will be allowed resulting from the position of an advertisement.

Publisher reserves the right to cancel any advertisement at any time. For the mutual protection of the newspaper, its advertisers, and its readers, the publisher reserves the right to edit or re-classify any advertisement deemed objectionable or offensive in subject matter, phraseology or illustration.

Advertiser and/or agency will indemnify publisher against any and all liability, loss or expense arising from claims for libel, unfair competition, infringements on trademarks, copyrights, other proprietary rights, violations of rights or privacy, and any other claims arising from publication or advertising with *The Observer News* and *The SCC Observer*.

The Observer News and *The SCC Observer* will not be liable for any error in advertisements to a greater extent than the cost of the space occupied by the error. In the event of a publisher's error, advertising goods at less than the specified price, the publisher will furnish a letter to the advertiser to be posted, noting the error and stating the correct price, but will not assume any liability for goods sold at the incorrect price. No allowance will be made for errors which do not materially affect the value of the advertisement.

The Observer News and *The SCC Observer* will not be liable for any error in any space or line advertisement taken over the telephone.



OWNERSHIP OF ADVERTISEMENTS: The advertiser hereby assigns M&M Printing Co. Inc. d/b/a *The Observer News* and *The SCC Observer*, all rights, title and interest including all copyright interest and ownership to all speculative layouts and advertisements which represent the creative efforts, artwork, illustrations, photos, labor and/or typography furnished by said newspaper. The advertiser understands that because of said agreement, he cannot authorize photographic or other reproduction of such advertising or layout without the written consent of M&M Printing Co. Inc. d/b/a *The Observer News* and *The SCC Observer*.

The Observer News and *The SCC Observer* reserve the right to revise advertising rates at any time with written notification thirty days prior to the rate adjustment.

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RATE CARD

Our roots run deep. In print since 1958.



