

Advertising Policies

- a. Publisher requires prepayment for first insertion of all new advertisers or advertising agencies.
- b. The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason he fails to publish an advertisement. All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.
- c. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners, and employees, against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violations of rights of privacy, copyright infringement, or plagiarism.
- d. "Advertisements for alcoholic beverages, tobacco, religious and political issues, firearms and gambling are generally not accepted. In certain instances ads for these products and activities may be allowed on an individual basis at the publication's sole discretion."
- e. Publisher will label editorial-style advertising copy with the words "paid advertisement."
- f. Advertising will not make promotional or merchandising reference to the Association in any way except with permission of the publisher for each such use.
- g. No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions that conflict with stated advertising policy will be binding on the publisher. While exact position and page number cannot be guaranteed, efforts will be made to accommodate the advertiser's position requests.
- h. Orders containing incorrect rates will be regarded as clerical errors, and insertions will be billed at prevailing rates.
- i. The publisher assumes no responsibility for improper use of coupons forming part of an advertisement.
- j. No deductions, allowances, or refunds will be given for errors in key numbers. Key numbers inserted at advertiser's risk unless part of the advertising material. Publisher will insert key numbers at no additional charge.
- k. Rates quoted on the card are for digital files only. Composition (other than key numbers) needed to complete an advertisement will be billed at cost and not given agency discount.
- l. In the event an incorrect price is printed in an ad, because of an error in the magazine production department, the advertiser will be furnished a letter relieving him/her of responsibility for the incorrect price. However, the magazine WILL NOT pay any differences in prices appearing in an ad.

2020 Editorial Calendar

During the year 2020, designated issues of *Cooperative Living* will feature themes reflecting the interests of our readers.

Please note: Special travel and festival sections are available throughout the year for discounted rates. Please contact Amanda at acunningham@vmdaec.com for more information on advertising in these sections.



january

Legislative Guide

february

African American History Feature

march/april

Gardening Month

may

Travel

june

Advertising Special: Summer Festivals & Travel Destinations

july

Youth Art Contest

august

TBD

september

Advertising Special: Fall Festivals & Travel Destinations

october

Cooperative Month

november/december

Advertising Special: Holiday Guide

Included in each issue:

Co-op Currents, Energy Sense, Crossroads Travel Column, Say Cheese Reader Photo, Happenings Events Calendar and Cooperative Kitchen