



Nebraska Alumni Association
Advertising Policy

Advertising space in Nebraska Alumni Association (NAA) publications will be handled according to the following guidelines. Placement of any NAA advertising agreement includes acceptance of these policies.

- Not more than one-third of the page space in any one issue will be designated for advertising.
- Certain types of advertising will not be accepted for publication, including but not limited to tobacco products, feminine hygiene products, alcoholic beverages (unless sponsored by the association) or any other products deemed unsuitable by the association's Board of Directors.
- Emphasis will be placed on products that have relevance to NAA member interests and needs.
- Positioning of advertisements is at the discretion of the editor unless otherwise specified and acknowledged in writing by the editor or space reservation contract.
- After a completed contract is received by the NAA or an e-mail confirmation for space reservation is received, the outside party is obligated to fill the contracted space by providing suitable artwork by the appropriate deadline. Failure to provide artwork does not void the contract, as the outside party will still be obligated to pay for their reserved space if artwork does not arrive.
- Advertising cancellations will not be accepted.
- Artwork that is not in by the stated deadlines may or may not be accepted. Any artwork that arrives after the deadline and is still accepted will be subject to a penalty of up to 30% depending on lateness and costs incurred by the NAA to insert artwork.
- If a repeat advertiser's artwork is not received by deadline, the association will run the last properly formatted artwork that we have on file.
- The chief executive officer, editor and/or advertising director may negotiate advertising trades with other publications deemed suitable for NAA advertising in lieu of payment for advertising.
- All advertised manufactured products using the registered name, mark or symbol of the University of Nebraska-Lincoln must be CLC licensed with the University.
- The advertiser and/or advertising agency assume full responsibility and liability for all contents printed and also assumes all liability for any claims arising there from.
- The Editor has the right to refuse any artwork at his/her discretion.
- Artwork received in the wrong format is subject to a reformatting or re-creation charge of up to 30% depending on the time and cost incurred by the NAA.
- The NAA is not responsible for inactive links. Please regularly check all forwarding addresses given to the NAA and make sure they are active and accurate