

Since premiering in September 1957, The Current has been the newspaper of record for the members of Cotton Electric Cooperative. The Current is a popular full-size newspaper featuring a dynamic classified section and an editorial policy that focuses on the people and activities of southwest Oklahoma. The Current distributes more than 15,000 copies monthly across eight southwest Oklahoma counties: Cotton, Stephens, Comanche, Jefferson, Tillman, Grady, Carter and Caddo.

The Current is delivered to Cotton Electric Cooperative members by the U.S. Postal Service. The Current is delivered to the USPS in a timely fashion with the expectation that it will arrive in mailboxes on the stated publication date. However, this is an estimated date of delivery and the USPS occasionally delays delivery of The Current. Potential advertisers should keep this in mind when planning date-sensitive advertisements.

## **Advertising Policies**

The Current limits responsibility for omission of ads, errors, misprints or other mistakes that may appear in advertisements to the cost of the ad. When ad is approved by advertiser or authorized agent, The Current is relieved of all responsibility in price and copy.

The Current reserves the right to reject any advertisement or advertiser. The Current may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity.

In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale of real estate and political advertising.

Ads that include elements usually associated with The Current editorial matter will not be accepted (for example, but not limited to: same style headlines, bylines, news-style column arrangements or typography). Additionally, The Current reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

### **Payment**

Orders from new advertisers, agencies, or an existing advertiser with a history of late payments are to be prepaid until credit has been established. When ad payment or ad copy is received after the advertising deadline, ad may be placed in the next issue.

Pre-payment is required for all political advertisements and for "Going Out of Business" advertisements.

Invoices and tear sheets will be mailed out within three days of publication. Payment may be made by check, cash or money order. A PayPal invoice will be sent to those wishing to make credit card payments.

All advertising bills are due and payable in full within 30 days following the date of publication. Accounts 60 days in arrears may be refused further advertising until the past-due amount is paid in full.

### **Advertising Rates**

Included in our reasonable rates is personal attention to your advertising needs, including advice and consultation about your advertising program. Advertising layout service provided to advertisers at no charge. Clip art services, including cuts and illustrations, are available for ads at no charge to advertiser.

The Current reserves the right to revise rates at any time on at least 30 days' notice. Ad rates effective September 2008:

Black and white ads: \$7 per column inch

Color ads: \$9 per column inch

Pre-print insertion rate: \$800 for up to 6-page broadsheet or 12-page tab. Contact our advertising representative for pricing on larger inserts.

Frequency rate: We offer rate discounts for certain advertisers signing a one-year commitment or for those paying for a year's insertion in advance. Contact our advertising representative for details.

### **Political Advertising**

The Current will only run political ads of a general information nature. Candidate ads must focus on that person and not mention the opponent. Issue ads must focus on supporting the advertiser's opinion only. We will not run ads containing attacks on an opponent or an opposing point of view.

Any statements made within an ad must be factual and documentation must be available that contains information that allows us to verify the information as fact. Even if a statement is true, The Current has the right to refuse any portion of any ad.

Any and all ads, including classified ads, which contain political content must have the political advertising disclaimer within the ad. That disclaimer must state the name of the individual or group, candidate or committee that is paying for the ad, as well as the mailing address.

Political ads, including classified ads, will be charged the standard advertising rate without discount of any kind. Political ads do not qualify for the two free classified ads offered to cooperative members. All political advertisements must be paid for in advance. Political ads cannot be invoiced on account.

### **Classified Ads**

The Current offers free classified ads to members of Cotton Electric Cooperative. Members are entitled to two free classifieds per month per membership account, regardless of the number of meters on the account. Free ads are limited to 30 words. Ads over 30 words may be purchased for \$5

Non-members may purchase ads for \$5.

Political ads do not qualify for the two free classified ads. All political advertisements must be paid for in advance.