Homer's Weekly Online Newspaper

Sharing the stories of the Southern Kenai Peninsula accurately, honestly and with respect

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Advertising in the Homer Independent Press Homer Independent Press publishes online on Thursdays. Ads are published alongside any article and may be released with a breaking news article if so desired.

This contract is between a publisher and an advertiser.

Publisher: NZP4H, an Alaska Nonprofit Corporation DBA Homer Independent Press
P.O. Box 1204, Homer, Alaska 99603
Contact: Advertising & Development - Phone: 907-299-1065; Email: sales@homerindependentpress.com
Notices to the Publisher shall be delivered by mail or by email to: admin@homerindependentpress.com

Advertiser:

Business/Organization:
Mailing Address:
Website:
Hot link to:
Contact Person:
Phone:
Email:

Ad Design

- ☐ Ad provided – Advertiser will email camera-ready ad (.jpg or .png format) at least 2 days before ad start date.
- ☐ Advertiser needs a simple ad designed and will email copy, images and logo to Publisher at least 3 days before ad start date.
- ☐ Advertiser needs a detailed ad designed. Please refer Advertiser to a designer, and the Advertiser will email camera-ready ad (.jpg or .png format) when complete at least 2 days before ad start date.

Ad Size: ☐ Box ☐ Skyscraper ☐ Newsletter ☐ Banner ☐ Underwriting

Ad Placement: Details to be filled out by HIP Staff: Tiers, Home page, Sections

Run Dates

Beginning: For: ☐ Week(s) or ☐ Month(s)

Ad Rate

$ Discount if applicable $ Total Cost (7.85% sales tax added) $

Editorial Independence: Advertiser understands and agrees:

- Advertiser does not influence editorial decisions
- Advertiser has no control over news coverage
- Publisher may report on Advertiser or related topics
- No prior Advertiser review or approval of editorial content is granted

Separation of News from Advertising Content: This contract acknowledges that advertising is not news content and may be required to contain a notice to readers to make the ad visually distinct from editorial content.

Use of Names and Logos: Advertiser grants Publisher permission to display Advertiser's name and logo for the term of the ad and association with that content in archival records for the term of the contract. Advertising does not imply endorsement or any qualitative approval of products, services, or events advertised or the business itself.

Ownership and Authorization of Images. The Advertiser represents and warrants that it owns or has obtained all necessary rights and permissions to use and publish, every photograph, illustration, logo, or other image supplied for inclusion in the advertisement. When any submitted photograph depicts an identifiable person, the Advertiser further represents and warrants that it has obtained that person's permission to use and publish the photograph for advertising and promotional purposes, including any legally required consent from a parent or guardian for a minor. The Advertiser retains ownership of materials it supplies but grants NZP4H (DBA Homer Independent Press) a nonexclusive license to reproduce, format, and publish those materials as necessary to produce and distribute the advertisement. The Advertiser shall be responsible for claims arising from any failure to secure the required copyright, privacy, publicity, or other permissions.

Content Standards and Values Alignment: Publisher may decline or terminate agreement if Advertiser's activities conflict with Publisher mission, ethics, or community standards. If terminated for this reason, unused fees will be refunded pro-rata less any costs incurred for corrections or notifications if required.

Cancellation: Either party may cancel with 30 days' written notice. Refunds (if applicable) will be prorated to the remaining term less any costs incurred for corrections or notifications if required.

Liability: Each party is responsible for its own activities. Neither party is liable for indirect or consequential damages related to this Agreement.

Relationship of Parties: This Agreement does not create a partnership, agency, or joint venture.

Governing Law: This Agreement is governed by the laws of the State of Alaska.

Payment Method
All invoices will be emailed for payment. Checks can be mailed to P.O. Box 1204, Homer, AK 99603.

Confirmation:

By signing below, you confirm approval of these terms and provide consent for Homer Independent Press to publish the advertisement as described above and provided.

Advertiser Signature: _____ Date: _____

HIP Representative: _____ Date _____

For HIP Accounting: ☐ CW ☐ PP