

Advertising Policy

Part I

The Fulcrum Publishing Society will not run any advertisement that:

- is deemed to be racist, sexist, homophobic, or otherwise discriminatory.
- is considered to be libelous in congruence with the Canadian Libel and Slander

Act. The determination of libel will be made by the editor-in-chief of the Fulcrum.

- contravenes the laws of Canada or of the Province of Ontario.
- contains editorial content, or material which could be confused with editorial content unless it is duly labelled on the front of the material as an advertisement.

The Fulcrum Publishing Society reserves the right to refuse service to any advertiser who does not adhere to the above stipulations. Furthermore, the Fulcrum Publishing Society reserves the right to nullify existing contracts with advertisers who fail to adhere to the above stipulations.

Part II

Booking for advertisements is to be completed by the Friday prior to publication at 5 p.m. EST. The material must be received no later than the following Monday at 12 p.m. EST. Any exceptions to these deadlines will be determined on a case-by-case basis, at the discretion of the production manager.

In the case of inserts, the material must be delivered directly to the printer by the Monday before publication at 12 p.m. EST. One copy of the material must also be received by the Fulcrum for review two weeks prior to the publication date.

The advertisement material is the sole responsibility of the advertiser. Advertisers who do not submit material in time for publication or review must pay the full fee for the advertising space purchased. When ad material has not been received in time for publication, it is agreed that the publisher may arrange appropriate material for placement.

Contracts cancelled prior to publication will be subject to a penalty of 20% of the remaining value of the contract.

Accounts are payable by cash or cheque when rendered. Interest at the rate of 2% will be charged on any account not paid within 30 days of publication.

The publisher shall not be liable for errors in the advertisement unless those errors were caused directly by the publisher. The total cost of liability shall not exceed the cost of one unit of advertising. The publisher is not liable for damages arising out of errors in the advertisement beyond the amount paid for the actual space occupied by the advertisement in which the error occurred. There shall be no liability for any non-insertion of any advertisement.

Approved by the Board of Directors of the Fulcrum Publishing Society.