

CREATIVE SERVICES

Photography—Arrangements must be made one week prior to publication. The charge for photographs taken by the Daily Nebraskan staff is \$15 per photo unless special arrangements have been made with the Advertising Manager.

Production—Proofs, veloxes, negatives or acceptable original art is required for illustrations. One velox is provided free per advertisement. Any extra cost incurred in reproduction of advertising materials will be charged to the advertiser.

Height of Columns 16 inches (224 lines) per page
Double Truck 13 columns x 16 inches

CAMERA CHARGES

Reverse	\$7.50
Veloxes	\$6.00
Halftones	\$8.50

Credit—To establish credit, a new advertiser will be required to complete a credit application and prepay until credit can be verified. Advertising will not be accepted on past due accounts.

Unfulfilled Contracts—If for any reason the contract space agreed upon by the advertiser should not be used within the contract period, or if the advertiser should permanently stop advertising in the Daily Nebraskan, the advertiser