

Manager is notified of the error before the next insertion of the ad, or within five days following a single insertion.

"Make-Good" ads will run, when feasible, before billing adjustments are allowed for ads containing an error of the type described above, and may reprint only that part of an advertisement in which such error appeared, as the Advertising Manager elects.

### **Minimum**

All display advertising must total at least three inches. Advertisements one column wide must be at least three inches deep. All other advertising must be as many inches deep as it is columns wide. Depths of ads may increase in increments of one-half inch. Ads exceeding 14 inches deep will be charged the full 16 inches.

### **Position**

No page position for any advertisement will be sold or guaranteed, but requests will be honored when possible.

No display advertising will be published upside-down, sideways, or in any other manner not keeping with traditional newspaper make-up.

### **Rates**

The Daily Nebraskan reserves the right to make changes in rates and publication dates. Should such instances occur, thirty (30) days notice will be given to all advertisers.

### **Edit or Reject Copy**

The Daily Nebraskan reserves the right to edit or reject any advertisement which does not comply with the policies and judgments of the newspaper. The Daily Nebraskan reserves the right to request samples of mail order items to be submitted prior to publication of advertising.