



S O U N D C O N S U M E R

2012 Classified advertising information

Deadlines

All classified advertisements must be received by 5 p.m. on the 10th of the month prior to the issue in which the ads appear. All ads must be prepaid. Payment must also be received at our office on the 10th, even if you mail, e-mail or fax the ad. If the 10th of the month falls on a Sunday or legal holiday, the deadline is the next working day.

For classified ads appearing in subsequent months, payment must still be received by the 10th of the month. You may pay for more than one month at any time, however, changes to the content of the ad must be received in writing prior to the 10th of the month. We can't guarantee changes to the ad that are requested verbally: changes must be submitted in writing.

Submittals

Classified ads are accepted for goods and services only; no personal or singles ads. Use the form printed on the following page and mail it with your payment. This form is used for counting purposes only. Your ad will not appear exactly as it looks below. You may also type or print your ad copy legibly and mail it to the address on the form or submit it via fax or e-mail to ads@pccsea.com. Ads are not accepted verbally over the phone. Ads can be faxed, mailed, e-mailed or dropped off at PCC's co-op office Monday through Friday, 8 a.m. to 5 p.m. If the office is closed, there is a drop box within the gated front entrance. Include your name, address and phone number so we can call if we have a question.

The first key words are set in bold type, up to a maximum of four words (no all caps or underlining). The remainder is set in lower case, normal face. Exceptions include proper names appropriately capitalized, registered trade names or copyrighted logotypes in all caps will also be set accordingly.

Payment terms

Classified ads must be paid in advance. Cost is \$6 per line. A line consists of 39 characters; a character is any letter, number, punctuation mark, symbol or single space between them. Cost of a partial line is the same as a full line.

If your ad is figured incorrectly, we'll notify you; however, this may affect the timely placement of the ad.

Payment is accepted by cash, check or credit card. If cash is used, it must be paid in person; please do not send cash in the mail.

Special conditions

Advertising space in the Sound Consumer is offered to the general public as a service to PCC's members and to offset publication costs. Please note:

- 1) All healthcare practitioners (including naturopaths, massage practitioners, chiropractors, acupuncturists, daycare providers and general contractors) must submit a copy of their Washington state license number with their ads. Mental healthcare practitioners, counselors and hypnotherapists must submit a copy of their Washington state registration or certification number with ads. Registration, certification and/or license numbers need not appear in ads (except for general contractors and massage practitioners) but must be on file at PCC.
- 2) We do not accept ads that mention retail stores which directly compete with PCC, or from political parties, public office candidates or those promoting ballot issues.
- 3) Accepting your ad or payment does not constitute a contract to publish. We reserve the right to limit advertising space or cancel any advertisement at any time, for any reason deemed appropriate. Payments for ads not placed due to space limits or cancellation will be returned.
- 4) Ads must clearly identify the product/service provided and the name of the company or person advertising.

