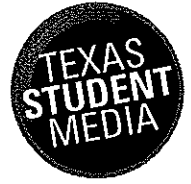


# ADVERTISING POLICY



Texas Student Media is a student based media organization that is primarily funded by advertising sales. The advertising department strives to build partnerships locally and nationally by presenting advertising opportunities available through Texas Student Media outlets to help clients achieve their advertising and marketing needs.

## ***ALL ADVERTISING IS SUBJECT TO APPROVAL BY TSM.***

TSM reserves the right to reject any advertising that can be considered to contain attacks on a person's gender, sexual orientation, race, religion, or any other personal trait.

Advertising running in TSM print publications, which simulates the appearance of editorial or news must be bordered, and contain the word "ADVERTISEMENT" above the ad space. In consideration of TSM acceptance of advertising copy for publication, the agency and the advertiser will indemnify and hold harmless Texas Student Media, its officers, employees, and agents against all loss, damage, and expense of whatsoever nature arising out of the copying, printing or publishing of advertising copy including, without limitation, reasonable attorney's fees resulting from claims of suits for libel, violation of right to privacy, plagiarism and trademark and copyright infringement.

TSM reserves the right to reject any advertising that promotes a media entity that is in direct competition or conflict with the media interests of TSM.

## ***INTERNAL TSM OPERATING PROCEDURES:***

Questionable advertising will be assigned to a committee comprised of the entity's student manager, student business manager or the equivalent and the student advertising manager who will review the advertisement jointly with professional oversight by the Assistant Director of Advertising and content providers adviser.

## ***THE COMMITTEE WILL USE THE FOLLOWING INTERNAL PARAMETERS TO REVIEW.***

1. Who is the client?
2. What is the total media purchase?
3. Why is the advertising questionable?
4. Does the advertising conflict with the TSM mission statement?
5. What are the implications of accepting or rejecting the advertising?
6. Are the other external factors that need to be considered?

***THE DAILY TEXAN TSTV KVRX CACTUS TRAVESTY***