



IEEE Media Contract and Copy Regulations

Advertisers and advertising agencies assume liability for content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. Advertising is accepted at the discretion of the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards. The publisher reserves the right to reject or amend employment advertising phrased in such a way as to imply age or wage discrimination. The advertiser is encouraged to specify experience minimums, not maximums.

Short-rates and rebates: Advertisers will be short-rated if, within the contract year, they do not use the number of insertions upon which their billings are based or will receive rebates if they have used sufficient insertions to earn a lower rate than that at which they have been billed. Rate Protection Policy: Orders are accepted subject to change in rates upon notice from the publisher. However, contracts may be cancelled at the time the rate change becomes effective without incurring a short-rate adjustment, if the frequency rate has been earned up to the date of cancellation. The publisher's liability for any error will not exceed the charge for the advertisement in question.

Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

No advertising will be placed without a signed insertion order.