

The Falconer

Advertising Policy

Our publication often relies on revenue from advertisements to produce our newspapers that are freely available to the student body. However, we also set strict standards that govern the advertisements and advertisers that we engage in business with.

The Falconer reserves the right to refuse any advertisement, at any time, for any reason, without notice or cause. All advertisements are also subject to the following restrictions:

Advertisements must be in good taste.

The primary target audience is students, so any advertisement that in any way promotes products, services, or behaviors that are not school appropriate or in good taste will be rejected. Advertisements are encouraged to appeal directly to the student population.

Advertisements must be paid fully in advance.

This rule protects both parties and ensures that there are no discrepancies with payment. In the event a newspaper cannot be printed, our publication will refund any money paid in full. Unfortunately, due to our organization's small size, we do not offer discounts or accept free advertisements from governments or nonprofits.

Advertisers must meet our standards

We will not engage with any advertiser that we believe is not a suitable fit for our publication. Advertisers must be well-established businesses with good records with no substantial controversies or litigation that could impact the reputation of the publication. Additionally, we do not conduct business with advertisers affiliated with any nation unfriendly to the United States (surprisingly, that particular issue has come up more than once).