

WAC 106-140-023 Advertising rates—Student publications. The following rules shall be followed regarding advertising rates in student publications:

(1) Display advertising rates shall be appropriately and publicly announced prior to each year's publication period.

(2) Rates shall bear reasonable relationship to prevailing commercial standards and shall be based upon current economic conditions, publication financial requirements, and competitive situations.

(3) Differentials in display advertising rates shall be permitted based upon frequency and amount of advertising by advertisers and upon classification of advertisements, such as "local" or "national."

(4) Classified advertising rates, appropriately set and properly announced, shall be on the basis of cost per line.

(5) Closing dates for receipt of advertising material shall be set according to current mechanical publication requirements.

(6) Acceptability of advertisements shall be determined prior to each year's publication period and based upon current state law, other university rules and regulations, and commonly accepted practices and mores.

[Statutory Authority: RCW 28B.10.528 and 28B.35.120(12). WSR 94-20-075 (Order CWU AO 76), § 106-140-023, filed 10/3/94, effective 11/3/94. Statutory Authority: RCW 28B.19.050 and 28B.35.120(11). WSR 86-23-007 (Order 59), § 106-140-023, filed 11/7/86.]