



## **WEKU Sponsorship Terms of Agreement**

### **Order Timing**

In order to provide sufficient time to schedule and record sponsor messaging, all broadcast orders (**including sponsor copy**) must be **approved by noon on Wednesday** preceding the week they start airing.

### **Cancellation Policy**

WEKU sponsors with event-related, date-specific messages may cancel messaging 30 days in advance of the event if extraordinary circumstances lead to an event cancellation. WEKU will provide credit toward a future order for any spots that have not run. Per station policy, refunds are not provided.

Once a broadcast order is approved, WEKU will bill according to the approved payment method.

### **Special Coverage**

WEKU tries to run all spots as scheduled. However, special coverage may pre-empt regular programming. WEKU reserves the right to pre-empt spots for special coverage of breaking news or elections and will make good for any missed spots as soon as practical or provide credit. WEKU does not refund payment for pre-empted spots.

### **Payments**

WEKU expects payment within 30 days of receipt of an invoice. Any payment that is more than 60 days past due could result in cessation of an order until payment is received.

All payments must be mailed to the station at:

WEKU  
Attention Jeanne Marie Hibberd  
102 Perkins Building  
Eastern Kentucky University  
521 Lancaster Avenue Richmond, KY 40475-3102

OR be made through our online payment portal at [WEKU.org/payment](http://WEKU.org/payment). We accept Visa, Mastercard, American Express and Discover Credit Cards.

Please note: WEKU Sponsorship is accepted from clients in good standing.