

# LINN'S BASIC ADVERTISING POLICY

Linn's offers advertising space to bring buyers and sellers together for their mutual benefit. Years of publishing experience indicate the reader must expect satisfactory service from the advertiser in order to respond to future advertisements. By giving such satisfactory service, advertisers can expect to continue productive advertising. Readers are reminded that all transactions are "two-way streets." Equity must exist for both parties for a satisfactory transaction.

Advertisements submitted which are not in the best interests of the advertiser specifically, or of the stamp hobby generally, in the opinion of the publishers, or which may mislead readers, will be rejected. Customer checks of advertisers are periodically made by the publishers to assure accuracy and reliability of all advertisements. However, it is impossible to guarantee reader satisfaction with every advertiser's manner of doing business. The reader is reminded to exercise common sense in responding to any advertisement. Remember: There is no Santa Claus in Philately! The reader is also urged to exercise patience in awaiting response from an advertiser, making allowance for mail transit time.

## RETURN PERIOD

Stamps or philatelic material, which the buyer finds to be in unsatisfactory condition, may be returned to the seller for full refund or replacement if returned as sent. Returns must be made within five days of receipt by the buyer, unless other return periods are specified in the advertisement. Refund or replacement, must be made by the seller within three days of receipt of the returned item. "Full Refund" does not include postage and handling costs.

All trades must be held intact for two weeks following shipment of material sent in exchange, to allow time for receipt and acceptance of material shipped.

## PROMPT HANDLING OF ORDERS

Advertisers are normally expected to fill orders within five days of receipt of good remittance. In cases where shipment is withheld pending clearance of check (which varies from five to sixteen days, depending on location), advertisers will notify the buyer, giving approximate shipping date, unless check clearance terms are stated in the advertisement.

## STAMP DESCRIPTIONS

Stamps offered for sale shall be accurately described. All items offered without explanation will be assumed to be sound and genuine in all respects. Damaged, repaired or altered stamps must be properly noted in advertisements. Verification by Linn's Customer Checking Service of an advertiser shipping damaged or repaired or altered stamps in response to orders for better grade material will be sufficient cause for declining or suspension of further advertisements.

## RESERVED RIGHT TO REJECT ADVERTISING

All advertising is submitted subject to publishers' approval. The publishers reserve the right to reject advertising or suspend advertising privileges for such periods of time as in their discretion they see fit, for any reason whatsoever, irrespective of the validity of the reasons for rejection or suspension of advertising privileges.

## ADVANCE ORDERS

Advertisements for offerings of stamps or philatelic material which are not physically in the hands of dealers at time of placing the advertisements will not be accepted.

**EXCEPTIONS:** Advertisements will be accepted from Governments or their officially appointed Agents or Distributors for future issues. Dealers may offer officially announced new issues and New Issue Services. Publications may be offered for sale 60 days prior to publishers announced date of release.

## COMPLAINTS

All advertisers will be notified of complaints received in writing from readers. Prompt adjustment by the advertiser, if warranted, and notification to the publisher will be expected as a condition of continued acceptance of advertising. Failure of an advertiser to adjust the cause of a complaint, or satisfactorily explain the same, will be considered sufficient reason for declining or suspending further advertising.

## AUTHENTICITY

The submission of an advertisement for publication is considered a warranty by the seller that all items offered are genuine. Any buyer of a fake or spurious item shall be entitled to full refund. Any purchaser who doubts the authenticity of an item may request an opinion from mutually acceptable authority. It is the responsibility of the purchaser to (A) advise the seller of action undertaken within 25 days of purchase and (B) submit the item to a mutually acceptable authority promptly.

Expenses incurred shall be borne by the purchaser except where the lot is other than as described, when the dealer shall accept responsibility of the actual cost of the opinion up to \$50 or 5 per cent of the sale price (if the cost of the opinion is in excess of \$50) with a maximum of \$250. Proof of the inability of a mutually acceptable authority to express a definite opinion is not grounds for the return of an item.

## NO COMPARATIVE PRICE ADS

Linn's will not accept advertising copy offering to buy or sell by comparison with any other advertised buying prices. Any such reference will be deleted from advertiser's copy.

Use of the phrase "Paying top prices. Write for firm quotations," will be considered acceptable.

## CUSTOMER CHECKING SERVICE

This checking service has been established to secure verification of certain types of customer complaints received. Collectors living in various parts of the United States, upon instruction from the publishers, place orders for merchandise advertised. The parcels are forwarded, unopened, to the publishers for examination of the contents.

## COPY REGULATIONS

All advertisements submitted are subject to copy regulations contained in the rate card. By submitting advertising, advertiser acknowledges that he is familiar with the advertising contract and copy regulations then in effect. Additional copies will be furnished upon request.

## RETURN POSTAGE ON BUY AND TRADE ADS

All advertisers who do not state "Write first" in their ads are expected to return unwanted stamps at no expense to the seller or trader. Unless an ad states "write first" or similarly indicates that confirmation is needed before shipping, refusal of packages at the post office may be grounds for suspension of advertising privileges. If overgraded stamps are to be returned at seller's or trader's expense, advertisement must so state.

## LIABILITY FOR CONTENTS OF ADS

Advertiser assumes liability for all contents (including text representation and illustrations) of advertisement printed and also assumes responsibility for any claims arising therefrom made against the publishers.

## SOLD OUT

In the event an item is sold out, remittance will be returned within 48 hours. The advertiser will not hold the remittance pending arrival of a new supply without obtaining permission of the buyer.

## GUM

Gum alteration or the application of new gum to unused stamps is a frequent occurrence. Most collectors demand that their unused stamps be original gum (OG) copies. In accordance with this general expectation, Linn's requires that all gummed stamps offered in advertising bear original gum, unless described as regummed or unless offered with the disclaimer that original gum is not guaranteed.

Offering regummed stamps without appropriate description will be grounds for the withdrawal of advertising privileges.

## VERIFICATION, INSPECTION FINANCIAL STATEMENT

Acceptance of advertising for any item or service is subject to investigation and verification of the product or service, and of the claims made for it in the advertisement submitted for publication. All such investigations and verifications shall be to the publishers' satisfaction. The publishers reserve the right to require a current financial statement from any advertiser at any time.

**Linn's Stamp  
NEWS**

P.O. Box 29

Sidney, Ohio 45365-0029

