

Axios Local Ad Marketplace Terms & Conditions

Last Updated: [3/23/2026]

These Advertising Terms & Conditions ("Terms") govern your purchase of advertising ("Ad") on Axios Local digital properties through the Axios Local Marketplace platform (the "Platform"), operated by Axios Media Inc. ("we," "us," or "Axios") and powered by DanAds. By placing an Ad order through the Platform, you agree to these Terms, as well as Axios' Terms of Use and Privacy Policy, both available at axios.com/legal.

1. What You're Buying

This Platform is for the purchase of fixed-fee, direct-placement ad products on Axios local digital properties only, including:

- Newsletter text ads
- Job board listings
- Sponsored social media posts
- Event board postings

All placements are domestic U.S. only. All ads are delivered by Axios. DanAds provides the ordering system software infrastructure and back-end support only.

2. Orders and Change Deadlines

Each order is a binding agreement upon submission and specifies the ad type, placement, and flight dates. All orders are billed upfront at the time of purchase via credit card through Axios' payment processor (currently Stripe). By placing your order, you are agreeing that Axios may charge the payment method you provided. Axios is the merchant of record. Fees are fixed at the time of order.

You will be responsible for providing the creative materials identified during the order process. You may make changes to a pending order — including ad creative, contact details, or flight dates — before the applicable submission deadline ("Deadline"), which will be communicated at the time of purchase. After the Deadline has passed, changes may not be possible. You agree to provide accurate contact information as required for Axios to deliver your ad.

3. No Cancellations or Refunds

All orders are non-cancellable and non-refundable once placed. If Axios cancels your order without cause, we will issue a full refund to the credit card used for purchase.

4. Ad Delivery

Ads are considered delivered upon send or placement during your confirmed flight dates. These are fixed-fee placements. Axios will provide reporting on performance as specified on the order page, but no engagement or impression level is guaranteed. Axios will make reasonable efforts to honor confirmed flight dates but reserves the right to reschedule in limited circumstances. If Axios is unable to deliver, we will either reschedule with your approval or issue a refund.

5. Ad Review and Approval

All ads are subject to review and approval by Axios before placement. We reserve the right to reject or remove any ad at our sole discretion without liability. Axios will not accept ads that:

- Promote illegal products, services, or activities
- Are political or advocacy in nature
- Infringe any third-party intellectual property or other rights
- Are false, misleading, or deceptive
- Violate the terms of any applicable platform (for sponsored social posts, this includes the terms of the relevant social media platform like Instagram)

Rejection of an ad prior to placement will result in a full refund.

6. Your Responsibilities

By submitting an ad, you represent and warrant that:

- You own or have full rights to all content submitted, including text, images, and logos
- Your ad does not infringe any third-party rights, including intellectual property or privacy rights
- Your ad complies with all applicable laws and regulations, including any industry-specific laws and regulations governing your business or products (e.g., alcohol, cannabis, financial services, healthcare) — compliance with such regulations is solely your responsibility
- You have the authority to enter into this agreement

You are solely responsible for your ad content.

YOU AGREE TO INDEMNIFY AND HOLD HARMLESS AXIOS, ITS AFFILIATES, AND THEIR RESPECTIVE OFFICERS, EMPLOYEES, AND AGENTS FROM ANY CLAIMS, DAMAGES, OR COSTS ARISING FROM YOUR AD OR ANY BREACH OF THESE TERMS.

7. Axios Brand

You may not use the Axios name, logo, or any other Axios branding in any way — including in your own marketing or promotional materials — without Axios' prior written approval in each instance.

8. Axios' Liability

THE ADS AND PLATFORM ARE PROVIDED "AS IS." AXIOS MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. AXIOS DOES NOT WARRANT UNINTERRUPTED OR ERROR-FREE DELIVERY OF ANY AD PLACEMENT.

AXIOS' TOTAL LIABILITY TO YOU IN CONNECTION WITH ANY AD PURCHASED THROUGH THE PLATFORM IS LIMITED TO THE AMOUNT YOU PAID FOR THAT SPECIFIC AD. AXIOS IS NOT LIABLE FOR ANY INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, INCLUDING LOST PROFITS OR BUSINESS OPPORTUNITIES.

9. Tracking and Data Collection

You may not embed, include, or activate any tracking technologies — including pixels, cookies, web beacons, or similar tools — in connection with your ad or its creative materials on Axios properties without Axios' express written approval in each instance (email accepted). Any data Axios collects in connection with ad delivery belongs to Axios and is governed solely by the Axios Privacy Policy at axios.com/legal.

10. Governing Law and Disputes

These Terms are governed by the laws of the Commonwealth of Virginia. You consent to the exclusive jurisdiction and venue of the state and federal courts located in Arlington County, Virginia for any dispute arising out of or relating to these Terms or your ad purchase. For disputes with a value of \$5,000 or less, either party may elect to resolve the matter in small claims court in Arlington County, Virginia. TO THE EXTENT PERMITTED BY APPLICABLE LAW, EACH PARTY WAIVES ANY RIGHT TO A JURY TRIAL IN CONNECTION WITH ANY DISPUTE ARISING UNDER THESE TERMS

11. General

These Terms, together with the Axios Terms of Use and Privacy Policy (available at axios.com/legal) constitute the entire agreement between you and Axios regarding ad placement. If there is a conflict between these Terms and the other terms posted at axios.com/legal, these Terms will control to the extent needed to resolve the conflict.

Axios may update these Terms at any time; the version in effect at the time of your order applies to that order. If any provision of these Terms is found unenforceable, the remaining provisions continue in full force.