

INSIDE WILLO MAGAZINE ADVERTISING ACCEPTABILITY GUIDELINES

Inside Willo accepts advertising that aligns with our mission of informing and promoting civic engagement and subject to these guidelines:

- Advertising is sold on a non-discriminatory basis.
- Advertising must include the name of the organization paying for the ad. Advertisers shall not substitute or donate their advertisement space without prior notice and approval.
- Inside Willo reserves the right to label an advertisement with the word “advertisement” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.
- Inside Willo does not accept advertising on behalf of or in opposition to a candidate or slate of candidates for elective office, whether placed by a candidate, political party, PAC, corporation, individual or other entity. This prohibition also applies to issue-based advertising that is closely identified with a particular candidate or candidates.

In addition, Inside Willo reserves the right to refuse any advertising for any reason at its sole discretion. Reasons for declining advertising include but are not limited to:

- Advertising that is misleading, inaccurate, or fraudulent, makes unfair competitive claims, goes against the interest of the Willo Neighborhood Association, or that fails to comply with its standards of decency.
- Advertising that otherwise jeopardizes Inside Willo and Willo Neighborhood Association’s nonprofit and nonpartisan status.
- Advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to Inside Willo or the Willo Neighborhood Association, or advertising that Inside Willo and the Willo Neighborhood Association believes will undermine the intellectual integrity, authority, and character of its mission and brand.
- Advertising that Inside Willo believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive or advertising that Inside Willo determines represents a personal attack against an individual, country, or organization.
- Advertising for illegal products or services, including banned substances or any related products or services.
- Advertising that violates laws dealing with such matters as libel, copyright, and trademark, the right to privacy, the sale of securities.
- All determinations of the application of the preceding standards to particular advertisements or advertisers will be within the discretion of the Editor, the Advertising Director, and the Willo Neighborhood Association Board of Directors.