

**WILLO NEIGHBORHOOD ASSOCIATION
MULTIMEDIA ADVERTISING ACCEPTABILITY GUIDELINES**

Willo Neighborhood Association (WNA) accepts advertising that aligns with our mission of informing and promoting civic engagement and is subject to the following guidelines. These guidelines apply to all print and online media, including but not limited to Inside Willo, willophx.com, Home Tour brochures & marketing materials, and all social media platforms.

- 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.
- WNA 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.
- WNA 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, the WNA 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 goes against the interest of the WNA; that is misleading, inaccurate, or fraudulent; that makes unfair competitive claims; that fails to comply with its standards of decency.
- Advertising inconsistent with or may bring disparagement, harm to reputation, contention, or other damage to the WNA, or advertising that the WNA believes will undermine its mission and brand’s intellectual integrity, authority, and character.
- Advertising that otherwise jeopardizes the WNA’s nonprofit and nonpartisan status.
- Advertising that the WNA believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive or advertising that the WNA 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 Willo Neighborhood Association Board of Directors, the Editor of Inside Willo Magazine, the Advertising Director, the Home Tour Committee Chairs, and or the Communications Committee respectively.