

News & Views Advertising Policy

1. Sun City Palm Desert Community Association reserves the right to refuse any ad for any reason. All ads are subject to approval by the Sun City Palm Desert Community Association.
2. Insert ads, other than Sun City Palm Desert Community Association notices, are subject to the same policies and procedures as other advertising.
3. Sun City Palm Desert Community Association does not guarantee any work or claims made by advertisers. Publication does not constitute an endorsement or approval of goods or services advertised herein by Sun City Palm Desert Community Association.
4. Inclusion or insertion of political campaign materials in this newsletter does not constitute an endorsement by SCPDCA, and all such ads must be approved by the SCPDCA Board of Directors.
5. Deadline for ad submission: first business day of each month for *News & Views*; 15th (or next business day) of the month for advertising insert.
6. No ads pertaining to immoral activity or of a questionable nature will be accepted.
7. Ad pages are limited to one half of the *News & Views*—they cannot outnumber editorial pages. Ad pages will be confined to the second half of the publication.
8. Advertisers will not receive proofs, but will be sent tear sheets once the issue is published.
9. "Make-good" ad credit for entire price of ad will be extended to advertisers if error is made by *News & Views* staff on telephone number or business name; amount of credit for other errors will be 30% of ad cost. No compensation will be made for errors made by advertisers. If ad is omitted due to fault of *News & Views* staff, "make-good" ad credit for entire price of ad will be extended. Advertisers whose ads are omitted due to staff error may instead request refund of ad price for the month omitted. No compensation for potential lost business will be made under any circumstance.
10. Premium positions are available for full page ads only.
11. Rates are subject to change without notice.
12. Insert advertising is limited to the *News & Views* advertising supplement booklet. No loose flyers will be accepted except for official SCPDCA business, when directed by the Board of Directors.

These policies have been approved by the SCPDCA Board of Directors 9/05.