

# 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. 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.
3. 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.
4. Deadline for ad submission: first business day of each month prior. (June 1<sup>st</sup> for July)
5. No ads pertaining to immoral activity or of a questionable nature will be accepted.
6. 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.
7. Advertisers will not receive proofs, but will be sent tear sheets once the issue is published.
8. "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. 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 one month or advertisers may instead request refund of ad price for the month omitted. No compensation for potential lost business will be made under any circumstance.
9. Premium positions are available for full page ads only.
10. Rates are subject to change without notice.
11. 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.*

*rev: July 1, 2012*