

## Advertising and Editorial Policy

1. All advertisements are independent from editorial decisions. The SDPPA does not endorse any product or service marked as an advertisement or promoted by a sponsor in The Village Pump. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.
2. The SDPPA reserves the right to decline any type of advertising or editorial that is damaging or inappropriate.
3. The SDPPA will not accept advertising for products or services known to be harmful to the environment or which oppose the vision and mission of the SDPPA.
4. Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.
5. All advertisements for political campaigns should clearly state they are an advertisement. Political advertisements will not exceed a half page and can only be run once in any given month. We do not accept multiple political advertisements from the same party in one edition.
6. Advertisements and editorial content must be clearly distinguishable. The SDPPA will not publish advertorial content if it does not meet the criteria outlined in Item 3.
7. Editorial decisions will not be influenced by current or potential sponsors and advertisers and all content is included at the sole discretion of The Editor in consultation with The Editorial Committee.
8. Information about complaints concerning advertisements will be included as a Letter To The Editor, unless deemed inappropriate, as set out in Item 4.
9. Inserts will be considered at the discretion of The Editor in conjunction with The Editorial Committee. All associated costs, including wrapping of the magazine, will be borne by the advertiser.
10. All advertising and editorial must be received prior to the booking deadline, as laid out in the current publication dates and deadlines notification.
11. Advertising rates for community groups will be negotiated at the time of booking.
12. Advertising invoices will be issued through Xero accounting on or after the publication date. All invoices are strictly 7 days. Accounts in arrears more than 30 days will not be eligible for further advertising, until the account is reconciled.