

## Richmond Beach Community Newspaper Advertising Policy

This policy applies to any individual, organization or business ("Advertiser") who seeks to advertise in Richmond Beach Community News ("RBCN"). RBCN is a publication of the Richmond Beach Community Association ("RBCA").

### Policy

The Richmond Beach Community Association's mission is to promote the well-being of the Richmond Beach community, and to that end the RBCA and RBCN reserve the right to reject advertisements that are inconsistent with that mission.

Placement of an ad in RBCN does not indicate in anyway an endorsement of the advertiser, its services or products by RBCN or RBCA, its board, or their staff.

Guidelines: The following are examples of advertisements which will not be accepted by RBCN. These guidelines are not intended to be complete or exclusive. RBCN reserves the right to reject any advertisement which RBCN determines, in its sole discretion, is inappropriate for publication.

1. Ads for any item or service that is harmful to minors, obscene, or otherwise objectionable, as determined in RBCN's sole discretion.
2. Ads for guns, weapons and related accessories.
3. Ads for cigarettes, alcohol, marijuana, illegal drugs, drug paraphernalia (including items to grow, manufacture, or distribute the same).
4. Ads that promote, glorify, or are directly associated with groups or individuals known principally for hateful or violent positions or acts.
5. Ads that disparage, stereotype or demean minority, racial, religious, or ethnic groups.
6. Ads that are "adult oriented" in nature, as determined in RBCN's sole discretion.
7. Ads for fireworks, explosives, any hazardous materials or restricted chemicals.
8. Ads for an item or service that violates any applicable federal, state, or local law or regulation.
9. Ads that infringe on the copyright or trademark rights of a third party.
10. Deceptive, misleading or untruthful ads.
11. Ads for any item or service offered by advertisers who are known or reported to be engaging in illegal, questionable, harmful, deceptive, or fraudulent business practices or schemes.
12. Political advertising by individuals, groups or organizations. (This provision will be effective on January 1, 2020.)