

# The Informer Advertising Policy

## General Principles:

1. All advertisements submitted for publication in The Informer must comply with applicable laws, regulations, and ethical standards.
2. The Informer reserves the right to reject, modify, or cancel any advertisement at its discretion.
3. Acceptance of an advertisement does not constitute an endorsement of the advertiser, or the product/service being advertised.

## Content Guidelines:

1. Advertisements must not contain content that is false, misleading, or deceptive.
2. Advertisements must not promote illegal activities, substances, or products.
3. Advertisements must not contain content that is offensive, discriminatory, or defamatory against any individual, group, or organization.
4. Advertisements must not exploit or demean any race, religion, gender, age, sexual orientation, or disability.
5. Advertisements must not contain explicit, obscene, or offensive language or imagery.

## Political and Advocacy Advertising:

1. The Informer accepts political and advocacy advertising, provided that it complies with all other content guidelines.
2. Such advertisements must clearly identify the person or organization responsible for the content and any required disclaimers or disclosures.
3. The Informer reserves the right to limit the frequency and size of political and advocacy advertisements to ensure a balanced presentation of views and opinions.

## Alcohol, Tobacco, and Adult Content:

1. Advertisements for alcoholic beverages and tobacco products must comply with all relevant laws and industry regulations.
2. The Informer will not accept advertisements for adult content, including but not limited to pornography or adult entertainment establishments.

## Corrections and Liability:

1. Advertisers are responsible for ensuring the accuracy and legality of their advertisements.
2. If an error is made in an advertisement, The Informer's liability is limited to the cost of the space occupied by the error.
3. The Informer is not liable for any loss or damage resulting from the publication or non-publication of an advertisement.

## Advertiser Responsibilities:

1. Advertisers must ensure that their advertisements comply with this policy.
2. Advertisers must obtain any necessary permissions for copyrighted material, trademarks, images, likenesses, or other intellectual property used in their advertisements.
3. By submitting an advertisement for publication in The Informer, the advertiser agrees to abide by this Advertising Policy. The Informer reserves the right to amend this policy at any time without prior notice.