

Advertising Acceptance Guidelines

River City Newspapers reserves the right to cancel or reject any advertising at any time. Following are guidelines for acceptance for classified and display advertising:

Ads may be rejected if they appear to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste or objectionable format. Ads may be rejected if determined to discriminate based on age, race, color, national origin, religion, sex, marital status or other legally protected status. Copy must comply with all local, state and federal laws and regulations. Real estate ads must conform to HUD guidelines. Loans, lending or monthly credit payment ads must conform to "Truth In Lending" regulations.

Advertisers must supply their name, full address (not just a post office box) and phone number if it is not included in the ad. We must know where an ad originates in the event of reader complaints.

Ads that may be rejected include but are not limited to those that concern:

900 numbers, area code 809 (or other international numbers) or 800 numbers that result in an invitation to call a 900 number

Multi-level marketing

Work-at-home (stuffing envelopes, assembling products, mystery shoppers) without stating investment or fees required

Sending money through the mail

Lists of postal, federal, or overseas jobs, government seizures, government surplus, instruction booklets, resume writing without stating what is provided and the fee

Credit cards, bad credit repair, fix credit, bankruptcy repair, loans or credit from out-of-area firms

Adoption or surrogate mothers without recently dated notarized letter signed by attorney

Astrologers, psychics, palm readers, fortune tellers, hypnosis and out-of-area dating, lonely hearts, singles

Cruise ship, travel, airline tickets or accommodations from out-of-area firms

Employment that appears to be on a salary basis when it is on a commission or bonus basis. Sales and demonstrator help wanted must include type of product or service and form or remuneration (salary, draw, commission, bonus)

Business opportunity without stating kind of business (service, vending, merchandise) and amount of investment required (will not be classified as help wanted)

Dietary products, weight control, appetite suppressants or food supplements that do not meet FDA requirements or are from out-of-area firms

Home study or degree programs from out-of-area firms

Any others determined by management subsequent to this policy