

JUF NEWS

2012 ADVERTISING TERMS & POLICIES

THE FOLLOWING POLICIES HAVE BEEN ESTABLISHED BY THE JUF COMMUNICATIONS/EDITORIAL COMMITTEE

The JUF NEWS will not accept election-connected political advertisements, personal notices/ads, or engagement notices. It will not run a classified ad section, but will accept display-sized ads regarding positions available, real estate, etc. In accepting matchmaking ads, it requires that they come from organizations and businesses which honor requests that matches be limited to those between Jews and other Jews. While it does not require that ads for food products or restaurants be limited to those which are kosher, it discourages emphasis on “traif” in the ads themselves. It reserves the right to reject any type of ad which is considered to be in bad taste.

In advertisements which are placed to promote a particular political or ideological position on a given issue, language must be within reasonable bounds regarding the facts surrounding the issue, and the tone should be consistent with the community’s norms of debate. The JUF NEWS reserves the right to reject advertisements, in whole or in part, which are deemed misleading, inflammatory, or otherwise detrimental to Federation goals and purposes. Ads which are on political or ideological issues will be clearly identified as paid advertisements.

Advertisements with a fundraising purpose will be evaluated in accordance with the 2011-2012 JUF Resource Development Policy Guidelines. We do not accept ads for fundraising events that are scheduled during the JUF “Campaign/Blackout Period” (April 2 – June 20, 2012). Jewish organizations that do not receive financial support from the JUF and are not authorized by the National Committee are urged to cooperate and, in particular, to avoid

conflict in their campaign and fundraising event dates with those of JUF during this time period (April 2 – June 20, 2012).

Ads may not request contributions, fees, pledges, or suggest methods of payment for organizations other than JUF. However, for ads outside of the JUF Campaign Period, we will accept ads for non-JUF fundraising events where the event ticket, table, or sponsorship prices do not exceed \$100. We will also allow synagogues to list membership rates and High Holiday ticket prices, and day schools to list tuition prices. Non-synagogue membership may not exceed \$100 per person annually. Ads cannot request one to join a giving society/group and may not include a list of participants and/or their gifts to the organization.

All agencies and beneficiaries that are supported by the JUF/JF must include the following language in their ad: “A partner in serving our community, supported by the Jewish United Fund/Jewish Federation.”

JUF NEWS will not accept ads, in whole or in part, which are deemed to discourage giving to the JUF Annual Campaign, including ones which are directly or indirectly disparaging of the JUF Campaign itself or of any or all other recipients of funds allocated from the Campaign.

When an advertisement, in our judgment, has the appearance of editorial copy and layout, we reserve the right to place the words “paid advertisement” in small type above the ad.

TERMS & COMMISSIONS

Advertising Agencies: Commission of 15% is allowed to recognized agencies who provide camera-ready artwork. Insertion orders are required.

Not-For-Profit Organizations: A 20% discount on space charges is available to 501(c)3 not-for-profit organizations. Proof of non-for-profit standing as certified by a letter from the Internal Revenue Service is required. Not-for-profit organizations do not qualify for additional agency discounts. Contact your account executive for more information.

Payment Policies: Accounts over 30 days late will be considered past due. JUF NEWS reserves the right to cancel future advertising for non-payment on past due accounts. In this case, advertiser will be short-rated for previous advertisements, and will also be required to prepay all future ads until credit is re-established.

POLICIES

Acceptance of all advertisements is subject to approval of publisher. Ads are positioned at the discretion of the publisher. Advertiser assumes full responsibility for content of all advertising space.

Sales representatives are not authorized to make any representation about editorial content. Advertiser or agency agrees that the publisher will be under no liability for the publisher’s failure, regardless of circumstances, to insert any advertising.

While normal credit procedures may be established, pre-payment is required for the first placement in JUF NEWS.

Ad or ad copy that arrive after our published deadlines may not be allowed. This includes all ads and copy that fail to meet any number of stated policies and standards.