

## JUF NEWS

### ADVERTISING POLICY

*The following policy has been established by the*  
JUF Communications/Editorial Committee

The JUF NEWS will not accept election-connected political advertisements, personal notices/ads, or paid wedding and 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 2008-09 JUF Campaign Resource Development Policy Guidelines. No ads can solicit funds for organizations, other than JUF. These ads cannot include

unspecified donation amounts or suggest any method of payment. We will not accept ads for fundraising events that include a covert that is interpreted by JUF Staff to be a solicitation or fundraising. We do not accept ads for fundraising events that are scheduled between April 1 and June 17, 2009. Jewish organizations that do not receive financial support from the JUF 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. Ads may not contain lists of donors with the amount donated. No ads can solicit membership fees for more than \$100 annually.

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 judgement, has the appearance of editorial copy and layout, we reserve the right to place the words "paid advertisement" in small type above the ad.

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### 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.