

# Advertising Terms & Policies

The Jewish United Fund appreciates the support of companies and organizations that advertise in *JUF News*, *The Guide to Jewish Living in Chicago* and JUF's other media channels. JUF publications are intended to serve the community and reflect JUF's mission to help people in need, create Jewish experiences, and strengthen community connections.

JUF reserves the right to determine what messaging, in whole or in part, is appropriate for our media and will reject advertisements deemed misleading, inflammatory or otherwise detrimental to JUF's mission.

Please respect the following policies, which have been established by JUF's Resource Development Policy and Marketing & Communications committees:

## FUNDRAISING POLICIES

- Given the primacy of JUF's community-based fundraising objectives, advertisements with a fundraising purpose will be evaluated according to JUF's current Resource Development Policy Guidelines. ([juf.org/pdf/news/resource\\_development\\_policy\\_guidelines.pdf](http://juf.org/pdf/news/resource_development_policy_guidelines.pdf))
- To reinforce the centrality of the community campaign and minimize overlap, will not accept advertisements from JUF-funded organizations for fundraising events that take place during the JUF Campaign Period (April 1-June 12, 2019). If an agency's event falls within eight weeks after the end of the JUF Campaign period, they may promote their event up to eight weeks before the event date **in JUF News**, even if the advertisement falls during the JUF Campaign period.
- Advertisements that appear outside the JUF Campaign Period may list ticket or meal prices, minimum donation and giving level to attend an event up to \$100. Advertisements may never solicit sponsorships, tickets or meal prices, or giving levels over \$100.
- We do not accept advertisements that solicit limited or unlimited donations.
- Advertisements cannot solicit membership in a giving society/group or include a list of participants and/or their gifts to the organization.

## OTHER POLICIES

- Synagogues can list membership rates and High Holiday ticket prices, and day schools can list tuition prices. Other kinds of memberships may not be listed if they exceed \$100 per person annually.

- Food/restaurant advertisements should not mention or show images of pork, shellfish or other foods that are obviously not kosher.
- We do not accept election-connected political advertisements.
- We will assess advertisements promoting a particular political or ideological position with regard to facts, tone and communal norms. If we accept such an ad, we will clearly identify it as a paid advertisement.
- We reserve the right to place the words "paid advertisement" above an advertisement that appears similar to editorial copy and layout.
- Advertising space may not be donated, transferred or re-sold to third parties.
- Ads placed by clergy that promote services related to Jewish ritual and practice can only be placed by those who are members in good standing with mainstream Jewish clerical organizations (e.g., Chicago Board of Rabbis, Chicago Rabbinical Council, Cantors Assembly and equivalents in other locales).
- Advertisements for JUF agencies and beneficiaries must adhere to JUF brand standards, including the following language: "A partner with the Jewish United Fund in serving our community," as agreed in JUF's Resource Development Policy Guidelines.

## TERMS & COMMISSIONS

**ADVERTISING AGENCIES:** Recognized agencies that provide camera-ready artwork are allowed commission of 15%. Insertion orders are required.

**NOT-FOR-PROFIT ORGANIZATIONS:** 501(c)3 not-for-profit organizations that show proof of nonprofit status can receive a 20% discount on space charges. Not-for-profit organizations do not qualify for additional agency discounts.

**PAYMENT:** Pre-payment is required for an advertiser's first placement in JUF News, after which normal credit procedures may be established. Payment is due within 30 days. JUF News reserves the right to cancel future advertising for non-payment on past due accounts. Advertisers will be short-rated for previous placements, and will need to prepay future ads until credit is re-established.

**PLACEMENT:** Ads are accepted and positioned at the discretion of the publisher. The advertiser assumes full responsibility for the content of all advertising space. We will be under no liability for failure, regardless of circumstances, to insert any advertising. Ads or copy that arrives after our published deadlines may not be allowed. This includes all ads and copy that fail to meet policies and standards.