



# NETWORK ADVERTISING

CNA and individual publications of the newspaper networks reserve the right to properly classify, edit or reject advertising in compliance with the state and local laws and regulations and company policies or space limitations. The following are guidelines to be used in the acceptance of advertising, but do not and are not intended to reflect all specific policies of CNA or participating publications. Advertisers must make known the name, street, city, state and contact information of the individual or organization submitting the order.

## **GUIDELINES**

No ad claiming money to loan will be accepted unless the company name is included in the ad and proof of the company being licensed and bonded in the ad.

If respondents of advertisements must pay to receive information advertised, the cost of the information must be stated in the ad. This includes ads for employment opportunities through listing publications.

Real estate for sale ads must comply with the "truth and lending" guidelines when offering specific financing terms.

Business opportunity ads are accepted providing they include the name of the company and the monetary investment required.

Adoption ads are acceptable providing the names of individuals are listed in the copy and a letter from an attorney accompanies the order.

Auction advertising must include the name and state registration number of the auctioneer for certain states.

## **PROHIBITED ADS**

Work-at-home ads, credit repair, and credit card ads.

Political or advocacy advertising is not accepted in the newspaper networks, either classified or small space display.

Ads requiring payment in advance for loans or loan information cannot be accepted. Companies advertising loans must be registered to do so in states that require by law. Ads claiming to reduce/eliminate taxes.

Advertising for surrogate mothers.

Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, discriminatory, defamatory, illegal, sexually suggestive or explicit, in poor taste in objectionable format or for any other cause.

Advertising will be rejected if it is known or determined to discriminate based on age, race, color, national origin, religion, sex or marital status except where legal restrictions prevail.