

## MAINE MUNICIPAL ASSOCIATION ADVERTISING POLICY

I. The Policy shall apply to:

a) all publications and electronic information services of the Maine Municipal Association for which the Association offers advertising space for services and products; and,

b) all functions or meetings, such as the MMA Annual Convention, at which the Association offers space for exhibitions, demonstrations or displays of services or products.

II. The Policy shall be applied in the judgment of the Advertising/Exhibit Manager, subject to consultation with the Executive Director where deemed appropriate, to requests for placement of advertisements in Association publications or requests for exhibit space at Association functions.

III. a) No advertisements, displays, exhibitions or demonstrations shall be accepted which appear to:

- 1) contain false, misleading or deceptive statements, claims or implications;
- 2) disparage or attack the products, services or reputation of another person, company, organization, or association;
- 3) contain offensive or obscene statements;
- 4) contain endorsements or solicitations for or by political candidates or organizations;
- 5) violate any law or statute;
- 6) be inconsistent with or contrary to policy positions taken by the Maine Municipal Association's Executive Committee or Legislative Policy Committee; or
- 7) promote products or services which compete with the fee-based products/services offered by Maine Municipal Association to its membership.

b) The Association reserves the right to label any advertisement as such; e.g., "Paid Advertisement", or the like, and/or to indicate by

label that the message portrayed does not reflect the support, endorsement or position of the Maine Municipal Association.