



Advertising Policy And Content Requirements July 31, 2008

In order to be able to provide high quality and continuously updated information to the largest possible audience at minimal cost to New York State PTA members, NYS PTA will seek funding through a number of sources including corporate sponsorships and advertising. Advertising will be pursued at the discretion of the Executive Committee to appear on the New York State PTA Website, in the New York State Parent Teacher periodical, Fast Facts and program documents associated with NYS PTA events and as inclusions in selected mailings. Advertising content must maintain a clear distinction between PTA content and sponsor promotional material. Nevertheless, NYS PTA will actively seek sponsors and advertisers who demonstrate that they can be valuable contributors to our mission of improving education and quality of life for children and families.

Revenue generated from advertising should not exceed the cost of preparing, printing and mailing any document or the cost of hosting and maintaining the NYS PTA website. No advertising may be placed on the front cover of any NYS PTA publication, in the NYS PTA Resource Guide or on the home page of the NYS PTA Website. Print ads, attachments and flyers may, however, be sold in various sizes and appear in other parts of print documents or included in selected mailings. The homepage of the NYS PTA website will provide a link to a sponsorship page at a separate location on the NYS PTA site. Subsequent links to sponsor sites may be arranged at the discretion of the Executive Committee.

All advertising must be clearly identified as such, must follow all applicable state and federal laws, NYS PTA content requirements and must avoid the claim or appearance that NYS PTA endorses the product or service. New York State PTA will reserve the right to reject any advertising that is contrary to its mission or adopted positions.

New York State PTA will delegate authority to a volunteer or staff member to pursue advertising relationships with sponsors whose practices and advertising content comply with this policy and recommend those sponsors to the Executive Committee for approval.

New York State PTA Advertising Content Requirements

1. All advertisements are subject to approval of NYS PTA and the committee chair responsible for the publication in which an advertisement appears.
2. All advertisements must comply with laws that prohibit false advertising, deceptive trade practice or consumer fraud.
3. Advertisements must avoid making claims of product superiority
4. Corporate advertisers are prohibited from including misleading messages that lead consumers to believe that purchase of the advertiser's product or service is a charitable contribution to the NYS PTA
5. New York State PTA will not guarantee exclusive advertising rights to any client.

6. Advertising is separate from any other content of the publication or website and must be clearly distinguishable as such. NYS PTA will not sell advertising for a product or service based on conditions that the ad appear (or not appear) near other types of content.
7. Use of the PTA name or logo in promoting goods and services must be approved in advance by New York State PTA and is generally reserved for premier sponsors.
8. Advertising copy must be factual and in good taste.
9. Advertising may not conflict with the charitable and educational activities of NYS PTA. Advertisements for alcohol, tobacco, firearms or gambling activities will not be accepted.
10. Advertising may not market products or services directly to children. Nor may ads suggest that children should fundraise or picture children fundraising.
11. Advertising may not contain political, partisan, religious or sectarian messages,
12. Advertising may not caricature or otherwise demean any particular race, language, religion, political view or symbol.
13. Acceptance of advertising does not indicate company endorsement or claims made by that company for its product or service.
14. In consideration of publication of an advertisement, the advertiser and PTA agree to indemnify and hold harmless, the NYS PTA, its officers, agents and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement.
15. All advertisements are to be considered as requests. NYS PTA shall not be held liable for failure to publish any advertisement that is accepted but will make a reasonable effort to place such advertisements in subsequent available space.
16. NYS PTA may change the terms set forth in these guidelines at any time but will not apply such changes to advertisements accepted prior to such change.
17. In the event of non payment, PTA reserves the right to hold the advertiser jointly and severally liable for such moneys as are due and payable to PTA.
18. NYS PTA will not be bound by any condition, printed or otherwise, appearing on any copy instructions when such conditions conflict with its printed guidelines.
19. NYS PTA is not responsible for incidental or consequential damage for errors in displaying an advertisement.
20. Advertising deemed competitive to NYS PTA's partners, corporate sponsors or member benefit providers may be rejected.
21. Advertising requirements must remain consistent with the New York State PTA sponsorship policy. Both policies and accompanying requirements will be reviewed for appropriateness and consistency with practice at least once every two years and updated as necessary.

Adopted 07/31/08

This policy was adopted in its entirety by the NYS PTA Board of Managers on July 31, 2008.