

Pike Lake Community Association

Advertising Policies and Guidelines for Pike Lake Post

We strive to provide the highest quality experience for both advertisers and consumers. In some cases, this may mean evaluating certain types of sensitive content, products and services. The following policies address the specific details of content generally considered sensitive, legal, dangerous, harmful and/or potentially unethical in nature.

Disallowed content policies

- Areas of questionable legality
- Defamatory, slanderous, libelous or threatening content
- Hate speech
- Political and religious content
- Sensitive advertising
- Suffering and violence

Disallowed products and services policies

- Alcohol
- Deceptive products and services
- Drugs and related paraphernalia
- Endangered and threatened species products or services
- Fireworks and explosives
- Tobacco and electronic cigarettes
- Weapons, knives, firearms and ammunition

Suitability of Content requires its advertisers to present content that, in the view of the PLCA board:

- Is visually tasteful, positive and suitable for family consumption.
- Is respectful, uplifting, ethical and moral.
- Truthfully represents the value, quality and substance of the product or service advertised.
- Is not intentionally vague or misleading in imagery or content.
- Is intended for the interest and use of Pike Lake property owners

Responsible Advertising Practices

- Advertisers are responsible for the validity of their claims and the legality of their practices.
- Advertisers are responsible for securing all trademarks, patents and copyrights related to content and images submitted for publication.
- Advertisements must clearly include the name of the advertiser's business or organization.

The Pike Lake Community Association:

- Reserves the right to request modification of advertising images, content, color, style, animation, or other artistic properties to maintain an established look and feel.
- Reserves the right to cancel advertising prior to publication even if it has previously accepted it.
- Reserves the right to investigate any complaints from readers regarding advertising within our publications. If the complaints are proved valid and fair marketing practices are not exercised, further advertising from the individual, company or agency may be rejected.