

Advertising Terms and Conditions

Purpose: To protect fellow advertisers' reputations and the MLPOA's credibility and non-profit mission, advertisers must agree to the following terms and conditions:

1. **Content Approval:** All materials must be approved by the MLPOA Review Committee before publication.
2. **Advertisement Appearance:** Advertisements should maintain a clean and professional appearance that aligns with the overall look and feel of MLPOA communications. Minor layout adjustments may be made by MLPOA to ensure compatibility with the platform.
3. **Sign-off:** Advertiser must sign-off on final materials prior to publication.
4. **Standards:** Advertisements must align with MLPOA's values. Advertisements from the following are not accepted: politically affiliated content or endorsements, tobacco, alcohol, cannabis, gambling, or adult content, businesses or products that harm the lake ecosystem.
5. **Technical Requirements:** Advertisement must meet defined technical requirements.
 - a. Ads should use high-resolution logos or graphics (minimum 300 dpi for print and 72 dpi for digital).
 - b. Ads should be legible on both desktop and mobile screens.
 - c. Ads must be submitted in PDF, JPEG, or PNG format. Alternatively, a clean and clearly printed physical card suitable for scanning is acceptable.
 - d. Business card size ads are approximately 3.5" x 2" (landscape) or 2" x 3.5" (portrait)
 - e. Up to ~45 words of descriptive text may accompany a business card ad.
 - f. Print ads will include a QR code linking to the appropriate advertiser website or Facebook page.
 - g. Animated, flashing, or auto-playing media will not be accepted.
 - h. File size should not exceed 2 MB for web or 5 MB for newsletter submissions.
6. **Right of Refusal:** All ads must be factual, non-deceptive, and in good taste. The MLPOA reserves the right to reject or remove any advertisement at its discretion.

7. **Placement Timing:** MLPOA will make every effort to publish the ad within 15 business days of payment and final artwork receipt.
8. **Non-Endorsement:** Advertising does not imply endorsement of the advertiser, business, or product by MLPOA.
9. **Duration & Renewal:** Agreements are valid for the period specified above and may be renewed subject to approval and updated rates.
10. **Payment:** Full payment is due prior to publication.
11. **Termination:** Either party may terminate this agreement with written notice if terms are breached; refunds will be prorated only if publication has not yet occurred.