



PTA accepts advertising for its publications, newsletters, and websites according to the following guidelines:

1. All advertisements are subject to approval of PTA, publisher, which reserves the right to reject or cancel any advertisement at any time.
2. Advertising is separate from content. Advertisers and sponsors have no advance knowledge of specific editorial content, nor do the editors shape content to accommodate advertising. PTA will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning the product. Advertisers do not influence any editorial decisions or advertising guidelines.
3. Use of the PTA name or registered trademark in promoting goods and services is a right reserved for approved partners, sponsors, and member benefits providers only.
4. Advertising copy must be factual and in good taste.
5. Advertising should not conflict with the charitable and educational activities of PTA.
6. Advertising must be clearly distinguishable from editorial content.
7. Advertising cannot conflict with PTA national policies or position statements.
8. Alcoholic beverages, tobacco products, gambling establishments, and firearms cannot be advertised.
9. Advertising cannot market products or services directly to children.
10. Advertising cannot suggest or imply that children should fundraise; advertising cannot picture children fundraising or selling. However, appropriate pictures of children may be used in the advertisement.
11. Advertising cannot contain political or partisan messages or positions.
12. Advertising cannot contain religious or sectarian messages or positions.
13. Advertising cannot caricature or otherwise demean any particular race, language, religion, political view, or any symbol thereof.
14. Acceptance of advertising does not indicate an endorsement by PTA of the products or services promoted, the company, or the claims made.



15. All advertisements are accepted and published by PTA on the warranty of the (agency and) advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
16. In consideration of publication of an advertisement, the advertiser (and the agency), jointly and severally, agree to indemnify and hold harmless PTA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
17. PTA shall not be liable for any failure to publish any advertisement accepted by PTA; however, PTA shall use its reasonable efforts to place such advertisement in subsequent available space.
18. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, PTA cannot guarantee fixed positioning.
19. PTA may change the terms set forth herein at any time, provided that no such change applies to advertisements whose closing date precedes the announcement of the change.
20. In the event of nonpayment, PTA reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to PTA.
21. PTA will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in its rate card.
22. PTA is not responsible for incidental or consequential damage for errors in displaying an advertisement.
23. Advertising deemed competitive to PTA's current partners, sponsors, or member benefits providers may be rejected.

Questions regarding PTA Advertising Guidelines should be directed to (INSERT LOCAL CONTACT INFO).