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ADVERTISING & PUBLICATIONS/EDITORIAL POLICY

(2009)

ADVERTISING

It is the policy of WCLBMA to extend advertising and promotional opportunities to all members, in full compliance and consideration of all applicable laws concerning business practices, including restraint of trade and anti-trust. Non-member advertising is accepted at published rates.

Advertising will be refused if, in the sole opinion of WCLBMA, it is offensive, ambiguous or deceptive, making the product or service unclear or open to misrepresentation. WCLBMA reserves the right to reject or revise all copy submitted, or to cancel advertising at any time.

Advertisements may not imply endorsement by WCLBMA unless an endorsement agreement is in effect.

Advertising is accepted with the understanding that the sponsoring company of the advertisement is ultimately responsible for and liable for its content, and further agrees to indemnify WCLBMA from all damages and expenses resulting from printing or publishing any advertisement. Advertiser further represents it is the owner or licensee of all advertising content without any limitations, including copy, photos, artwork, logos and trade/service marks.

WCLBMA has no liability for any failure to print an advertisement. Remedy will be a make-good advertisement or refund of payment.

Advertising is non-commissionable to agencies. Ad rates are subject to change at any time.

EDITORIAL/PUBLICATIONS POLICY

It is the policy of WCLBMA to encourage members to submit news articles, industry and professional articles, and other topics of interest to the overall membership. Articles may vary in length and may be used by WCLBMA in printed or electronic communications. WCLBMA reserves the right to reject or revise all materials submitted.

Submissions that include personal attacks, contain offensive or defamatory language, are unclear or open to misrepresentation will not be published. Submissions that are for all intents and purposes advertisements will not be published.

Submissions are accepted with the understanding that the author is ultimately responsible for and liable for its content and agrees to indemnify WCLBMA from all damages and expenses resulting from printing or publication of the material.

Author further represents it is the owner and licensee of all materials provided without any limitations, including copy, photos, artwork, logos and/or trade/service marks.