



**City of Raytown
Policies & Procedures Guidelines
City of Raytown Newsletter**

A. Advertising – Purpose

1. The purpose of this Policy is to generate revenue to cover the costs of the City's publication, the City of Raytown Newsletter.
2. In connection with this purpose, the City desires to advertise events, attractions and entertainment and to advertise goods and services that are provided by businesses or other enterprises located in the City of Raytown. The City finds that such advertising would attract business, commerce, and industry to the City and/or would showcase the City's excellent quality of life and community.
3. By allowing select paid advertising in the City of Raytown Newsletter, the City is not creating a forum for public speech.
4. The City would not receive the monies. All revenue would go to the Raytown Community Betterment Fund (RCBF), held through Truman Heartland Community Foundation. This fund would be responsible for receiving payments for advertisement and for paying the bills that are generated by the publication of the newsletter.

B. Advertising – General

1. The City's Newsletter shall accept only **non-profit and** commercial advertisements, defined as advertisements proposing a commercial transaction, **event**, good, or service. Non-commercial advertisements for the purpose of expressing political or religious messages (**this does not include church locations, classes or starting times**), or messages otherwise related to public issues will not be accepted. Advertisements which propose a commercial transaction but which have a primarily non-commercial purpose shall not be accepted. **We will accept** advertising of public events by public agencies in accordance with this Policy.
2. Notwithstanding the fact that the RCBF is allowing select paid commercial advertising in its Newsletter, the RCBF expressly reserves its proprietary right and precedence over paid advertising to include notices and other kinds of advertisements relating to the City's operations and other City related information, including City-sponsored events.
3. Aesthetic considerations, available space and the City's need to convey City related information will take precedence over revenue generation via paid commercial advertisements.

4. Accepted advertisements will be based on the deadline for producing each newsletter and the following tiers of priority: priority will first be given to the City of Raytown businesses; priority will next be given to all Eastern Jackson County businesses; and finally, priority will be given to all remaining businesses for the remaining available advertising space. Advertisements will be selected on a first-come-first serve basis with each priority tier. No advertisement space will be allotted unless full-payment is received before the design date.
5. Quantity, quality and placement of all advertising will be controlled by and subject to the specific approval of the RCBF.
6. The City reserves the right to review each proposed advertisement in advance and reject any proposed advertisement which does not meet the City's standards as set forth in this Policy.

Advertising – Selection, Payment and Restrictions

1. Each entity/individual wishing to purchase advertising space shall submit an application to the RCBF or his/her designee. The Application Form attached to this Policy as Exhibit A shall be used for this purpose. The application shall include a final image of the proposed advertisement and payment for the advertisement.
2. The Raytown Newsletter is published 4 times per year. The deadline for all advertising applications and camera-ready art is established in our Schedule (Exhibit B).
3. If the applicant does not receive written notification of rejection within 15 days of the scheduled publication date, the applicant may assume its application was approved. Failure by the RCBF to provide such notice of the rejection does not preclude the RCBF from determining not to publish a proposed advertisement. The RCBF will process the payment for an approved application beginning with the receipt of the application unless an application must be reviewed for a final decision as set forth in section 4 below.
4. If your ad is rejected, a refund will be issued within 5 days. If the ad is withdrawn before the document goes to the designer, a complete refund will be made available. If it is withdrawn during the one week design, a refund will be issued minus a \$25 fee. If the publication has gone to the printer, no refund will be available.
5. Before any application is rejected based on the standards set forth in this Policy, it shall be referred to the RCBF or his/her designee for review and a final decision. If a final decision of rejection is made, the Fund or his/her designee will notify the applicant of the decision in writing prior to publishing of the newsletter.
6. No advertisement will be permitted that:
 - a. Does not have as its primary purpose the proposal of a commercial transaction (for example, a non-commercial advertisement for the purpose of expressing political messages, or messages otherwise related to public

issues), except the advertising of public events by public agencies in accordance with this Policy.

- b. Makes a personal attack against or otherwise appears intended to offend any individual or entity, product or institution by means of, including but not limited to, use of discriminatory language or depictions, or stereotyping.
- c. Is false, grossly misleading or defamatory in any respect;
- d. Condone, solicits, or otherwise appears to promote any type of criminal/illegal act or conduct, or which appears derogatory toward any aspect of the law enforcement profession.
- e. Portrays acts of violence, murder, sedition, terror, antisocial behavior, vandalism, or other acts of violence;
- f. Depicts nudity or portions of nudity that would be reasonably considered as offensive, distasteful, pornographic or erotic; is obscene or advertises adult entertainment;
- g. Promotes products or services that are contrary to public health, safety, or welfare, such as tobacco or alcohol related products;
- h. Is in conflict with an applicable federal, state, or local law, statute, or ordinance;
- i. Implies an endorsement by the City.