

## **VERMONT LEAGUE OF CITIES & TOWNS ADVERTISING POLICY**

- I. The Policy shall apply to:
  - a. all publications of the Vermont League of Cities and Towns for which the League offers advertising space for services and products; and
  - b. all functions or meetings, such as the VLCT Town Fair, at which the League offers space for exhibitions, demonstrations or displays of services or products.
- II. The Policy shall be applied in the judgment of the Editor of the League's publications, subject to consultation with the Executive Director where deemed appropriate, to requests for placement of advertisements in League publications or requests for exhibit space at League functions.
- III. a. No advertisements, displays, exhibitions or demonstrations shall be accepted which appear to:
  1. contain false, misleading or deceptive statements, claims or implications;
  2. disparage or attack the products, services or reputation of another person, company, organization, or association;
  3. contain offensive or obscene statements;
  4. contain endorsements or solicitations for or by political candidates or organizations
  5. violate any law or statute; or
  6. be inconsistent with or contrary to the general goals, purposes and functions of the Vermont League of Cities & Towns
- b. The League reserves the right to label any advertisement as such – e.g. “Paid Advertisement” or the like – and/or to indicate by label that the message portrayed does not reflect the support, endorsement or position of the Vermont League of Cities & Towns.