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| **General Guidelines for Advertisements**  |
| * WSSDA strictly limits advertising to commercial advertising, defined as advertisements that do no more than propose a commercial transaction, that are of interest to WSSDA members.
* WSSDA will not accept advertisements that could be viewed as offensive, inappropriate, harmful to public education, or divert resources from public education.
* WSSDA does not endorse the products or services being advertised.
* The number of advertisements that any one entity may purchase is limited to one per issue of WSSDA Direct.
* WSSDA reserves the right to determine the location of each advertisement within each issue.
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| **Limitations on Advertisements** |
| **WSSDA will not accept advertisements that could create substantial controversy, noting that clashes of opinion are inconsistent with sound commercial practice. WSSDA therefore prohibits advertisements that include the following characteristics or pertain to the following subject matter areas:** * Adult/mature rated films, television, video games, or other products rated by their industry as only suitable for mature audiences;
* Alcohol, cannabis, e-cigarette, tobacco, or vaping products;
* Discriminatory material directed at a person or group, who is protected under federal or state law;
* Disruptive or harmful to public education subject matter;
* False, deceptive, or misleading material, or material that would constitute a tort of defamation or invasion of privacy;
* Illegal activity, including promotion of an activity or product that is illegal under local, state, or federal law;
* Indecent, obscene, profane, or violent subject matter;
* Infringement on copyright, trademark, or other intellectual property laws;
* Issue-oriented advertisements;
* Pharmaceutical subject matter;
* Political advertising, defined as advertising promoting or opposing: a candidate; a group of candidates; a political party; an initiative; a referendum; or other ballot measure, regardless of whether at the federal, state, or local level, and including school boards;
* Religious subject matter;
* Sexual subject matter that is objectionable under contemporary community standards;
* Weapons, including all firearms, and including ads promoting or soliciting the sale, rental, distribution, or availability of any weapon or related products.

**WSSDA’s Executive Director or designee has authority to accept or refuse requests to advertise in its publications in compliance with WSSDA Operating Policy 5400.**  |

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| **Advertisement Availability** |
| * Advertising space will be available on a first come basis
* The window for purchasing advertising space for the 2020 issues of WSSDA Direct will open on December 1, 2019 and will remain open until all advertising space is sold. At that point, interested entities will be placed on a waiting list and contacted in the event that additional advertising space is available.
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