

SUN VALLEY IOWA LAKE ASSOCIATION (SVILA)

GUIDELINES FOR ADVERTISERS

Introduction

Advertising opportunities for interested businesses are available in the SVILA publication *Views and News* (published each Spring, Summer and Fall and mailed to SVILA members), and on the official SVILA website (www.sunvalleylake.com). The *Mount Ayr Record-News* prints *Views and News* on behalf of SVILA and manages advertising in that publication on behalf of SVILA.

General Advertising Guidelines

The following Guidelines apply to all advertisements appearing in any SVILA publication or other communication medium (such as sunvalleylake.com).

1. All advertising content must be clearly distinguishable from article content.
2. Advertisers are solely responsible for ensuring their ads are adequately substantiated and comply with all applicable laws and regulations.
3. SVILA reserves the right to reject any advertisement that, in SVILA's sole discretion, is deemed inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the interests of SVILA and its members.

Advertising Costs

Advertisers in good standing in the *Views and News* product also have the opportunity to advertise on the official SVILA website. The cost for eligible *Views and News* advertisers to also include a similar advertisement on the SVILA website is \$100 per year payable to SVILA.

Example: A business places an advertisement in the Spring *Views and News*. That business may also place a similar advertisement on the SVILA website for a \$100 annual fee. If the business chooses to advertise on the website, the ad will remain on the website until the Summer edition of *Views and News* is published. If the business continues to advertise in the Summer edition of *Views and News*, the ad will continue to appear on the SVILA website until the Fall edition is published. If the business continues to advertise in the Fall edition of *Views and News*, the ad will remain on the SVILA website until the following Spring. If the business advertises in the Spring edition of *Views and News* of the following year, a new \$100 fee is required to continue advertising on the SVILA website.