



POLITICAL ADVERTISING GUIDELINES

Political advertising, as deemed by publishers, is a key part of campaign efforts to reach voters in Hampshire County. Our publications have earned and maintained a high degree of credibility with voters. To protect this credibility, to comply with election laws, and to ensure fairness, political ads are subject to the following requirements:

1. The ad must have the words "Political Advertisement" at the top of the ad in at least 8 point type.
2. The ads must be paid for in advance. Ads costing over \$50 must be paid by check (*General Laws, Chapter 55, Section 7A*). Political advertising is run at open rate.
3. If a position in the paper or on the page is demanded, a 25% charge will result if position demand is met.
4. Ad reservations and copy for all ads, including electronically submitted ads, must be received 3 full working days in advance of publication. Electronically submitted ads must be in a PDF format and submitted to products@gazettenet.com.
5. Advertisers are responsible for proofreading ads to prevent errors. We are not responsible for any errors, including failure of ads to run.
6. Each ad must be signed by a locally registered voter and include the voter's name and address. The signer must complete a witnessed certificate provided by the Gazette. (*Chapter 56, Section 39*) If the advertisement is placed by an organization, the chairperson, secretary, or two other officers must complete the witnessed certificate. (*Chapter 56, Section 39*)
7. When ads contain lists of names as endorsers, each person named must sign either a copy of the ad's text or an authorization clearly giving the Gazette permission to use that person's name in that ad. These signed authorizations must be presented with the ad, along with a completed authorization form provided by the Gazette. All names must be submitted by email or on disc to ensure accuracy in spelling. We are not responsible for errors.
8. Photographs should be submitted electronically at 200 dpi or greater. If the ad contains photographs of other people than candidates, we need a signed release from each of these individuals.
9. To allow for fair rebuttal, we will not knowingly publish for the first time an advertisement containing controversial copy later than the fourth day prior to the election. We will not accept advertisements containing copy which we consider to be controversial, without documenting materials to substantiate the claims contained in the advertisement.
10. We reserve the right to reject or revise any advertisement at any time, and receipt of copy or pre-payment does not imply agreement to publish.

I have read and agree to these guidelines.

Signed: _____ Date: _____

Printed Name: _____