



Website Advertising

Community Relations
Policy No. 13045

Revision Date: November 18, 2013

Policy Statement

The purpose of this policy is to direct the use of advertising on the RCRC website.

There is currently no advertising or sponsored content on the Richland County Recreation Commission (RCRC) website. However, we reserve the right to allow future advertising and we have established the following advertising policy if we choose to do so.

The following guidelines have been established by the Recreation Commission to govern various aspects of advertising. The Recreation Commission has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising and promotion on the Recreation Commission website. The Recreation Commission may change this policy at any time at its sole discretion by posting a revised policy to the Recreation Commission website.

1. The Recreation Commission has sole discretion for determining the types of advertising that will be accepted and displayed on the Recreation Commission website.
2. The Richland County Recreation Commission does not endorse any products or services.
3. The Recreation Commission will not accept advertising that, in the Recreation Commission's opinion, is not factually accurate and in good taste.
4. The Recreation Commission will not permit at any time the placement of any advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap.
5. The Recreation Commission will not accept advertising from any company whose goods or services are not legally obtainable by children. The Recreation Commission will not permit at any time advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency.

6. Advertising must be clearly identified as such. Any advertising that could be misconstrued as editorial content will be clearly labeled as advertising.
7. The Recreation Commission recognizes and maintains a distinct separation between advertising content and editorial and decision-making content. The Recreation Commission does not allow outside advertisers to affect the quality or accuracy of information on our site, and we maintain a stringent policy of editorial independence.
8. The Recreation Commission reserves the right to reject, cancel, or remove at any time any advertising from the Recreation Commission website for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any advertising, together with an explanation following the rejection, cancellation, or removal. The Recreation Commission also reserves the right to determine the appropriate placement of the advertising on the Recreation Commission website.
9. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. The Recreation Commission will not monitor compliance with applicable laws and regulations. However, the Recreation Commission reserves the right to review all advertising for compliance with applicable laws and regulations and, if the Recreation Commission becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the Recreation Commission may remove the advertising.
10. No advertising shall be permitted which may injure the good name or reputation of the Recreation Commission or the Recreation Commission website.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013
(Date Approved)

APPROVED: J. Marie Green
J. Marie Green, Chair

For more information about this policy, contact the Executive Department.