ADVERTISING AND UNDERWRITING ACCEPTANCE POLICIES:

Abortion and Birth Control Advertising or underwriting of birth control products, contraceptives, abortion clinics and related services is acceptable. Clayton State University Student Media reserves the right to accept or reject advertising or underwriting of legal products and services.

Adoption Advertisements and Underwriting by private individuals for adoption are not accepted.

Alcohol Advertising and underwriting of beer, wine, or any other alcoholic beverages will not be accepted.

Classified Clayton State University Student Media reserves the right to withhold publication of any advertisement or underwriting that does not conform to its policies and assumes no responsibility for ads or underwriting accidentally omitted. Clayton State University Student Media also reserves the right to edit and determine the proper classification for all advertisements and underwriting. All advertisers and underwriters must employ without regard to race, sex, age, nationality, religion, sexual orientation or country of origin in accordance with the law.

Credit or Financing The Truth In Lending Act and Regulation Z affects advertising and underwriting offering credit, installment payments and financing. Standards concerning acceptability are:

Credit and credit card advertisements and underwriting must clearly and conspicuously disclose all credit terms in the advertisement or underwriting (annual percentage rate, finance charges, etc..), as required by the above laws.

The advertisement or underwriting must state whether the company processes card applications or is a credit card issuer, and if an advance fee is required.

"Secured" or "Collateral" credit card account advertisements or underwriting are not acceptable.

Third party financial aid packages advertisements are underwriting are not acceptable.

Dating Services Advertising and underwriting from institutions or organizations known as computer match making or companionship services, computer dating, friendship groups, or marriage clinics, is unacceptable.

Discrimination Clayton State University Student Media will not accept ads that are discriminatory in nature against any sex, race, color, creed, or religious background. We will not state or imply "man preferred" or "Woman preferred" in an employment ad as this is in violation of Title 7 of the Civil Rights Act, amended in 1972.

Employment Advertising All Help Wanted ads should state the method of pay (i.e., commission, guarantee, draw, bonus, fee, or other method). Further standards concerning acceptability are:

Help Wanted advertisements requiring an investment may not run in the classified "Help Wanted" columns. Job Offers which require a payment or fee in advance (sales kit, etc...) must state so in the advertisement's copy.
All sales ads must indicate that the work is sales. Compensation must be stated (salary, commission, etc...).

Advertising offers requiring the reader to call or apply at a hotel or motel are acceptable only after permission is obtained in writing from the hotel/motel manager to print the name, address or phone number in the ad.

Advertising offering employment outside the continental limits of the United States must state the sponsor and terms within the advertisement.

**Foreign Language** Advertisements and underwriting with copy in languages other than English must carry the English translation. The English translation must be verified with the Student Media Advisor prior to placement.

"**Home Work**" Offers Advertisements or underwriting offering employment opportunities in and from home are not acceptable.

**900 Toll Numbers** are not acceptable.

**Personals** All ads of a personal/non-commercial nature will not be accepted by Clayton State University Student Media.

**Political Advertisements** Political ads are not accepted by Clayton State University Student Media.

**Rentals To Share (Apartment Or Room Rental)** Advertisements should state the sex of the advertiser in the ad. Advertisers may identify themselves as to race, religion, color, or national origin, but may not qualify their customers in such a way.

**Term Papers** Advertisements for services offering term papers, research papers, or research services are unacceptable.

**Tobacco** Advertising and underwriting of products that contain tobacco and tobacco related products will not be accepted.

Clayton State University Student Media reserves the right to reject any advertisement or underwriting which it deems objectionable due to subject matter, illustration, phraseology or set-up. Policies may change due to programmatic or editorial decisions.

All ads are subject to standard editing procedures. Clayton State University Student Media is not responsible for ads submitted under false pretenses or for mistakes due to a submitted error. All underwriting is subject to the FCC standards for noncommercial educational stations.