

MARTLET ADVERTISING POLICY

This document is the Advertising policy of the Martlet Publishing Society, by which all ad content shall be determined. Ad sales are an important part of the Martlet's operations. As such, the Martlet is committed to providing both advertisers and readers with the best possible advertising experience.

In this policy, "advertisement" or "ad" refers to a public communication, paid or otherwise, that promotes a product, service, brand, or event, designed to inform or influence the Martlet's readership.

Ads can appear on the Martlet's website, print newspaper, newsletter, and all social media platforms.

Relevant Bylaws:

- I. The Martlet will apply Bylaw 30 in the MPS bylaws to all advertising content: "The Martlet shall not publish libelous, racist, sexist, homophobic or otherwise oppressive content."
- II. The Martlet will also abide by Bylaw 33: "The operations manager shall not enter into any advertising contract that includes a restrictive covenant of any kind that constrains the editorial or contractual freedom of the Martlet."

Advertising Content Submissions:

The operations manager will make reasonable efforts to vet the advertisement through the MPS board if they are unsure if the ad is appropriate or not. If the Operations Manager receives advertising content that could be deemed offensive, in bad taste or in violation of bylaw 30 (see above), the Martlet reserves the right to choose not to publish the advertisement.

- I. The Operations Manager will request new advertising content from the client as a replacement.
- II. If a new ad does not arrive in time for publication or print, the advertisement will not run and a refund may be issued to the client.

Complaints:

Readers, volunteers and staff are welcome to file complaints about advertising content they feel is inappropriate or violates Martlet bylaws and policies.

- I. A complaint must be made in writing outlining the reason for the complaint and then submitted to the Operations Manager.
- II. The Operations Manager will try to resolve the issue if the complaint pertains to the content of the advertisement.
- III. The Operations Manager will make the MPS board aware of any complaints that have been filed, even if they have been resolved.
- IV. If the complaint is against a company for unethical business practices, the board will investigate the complaint and discuss the possible solutions.
- V. The MPS board may decide to place the company on an advertising boycott list. Some reasons that a company may be prevented from advertising in the Martlet are
 - A. Damaging environmental practices
 - B. Abusive practices against animals
 - C. Human rights abuses
 - D. Business practices which contradict the Martlet's Statement of Purpose, Bylaws, Constitution, or other governing documents

Pricing and Discounts:

Pricing is set by the operations manager at the beginning of the volume, and is outlined in the Media Kit. Pricing may be adjusted from volume to volume in accordance with inflation, operational costs, and demand.

- I. The operations manager may run promotions or offer discounts as they see fit.
- II. During election periods, the Martlet will not offer any discounts for advertising of a partisan nature, as those discounts could be seen as in-kind contributions.

Content Ratio:

The Martlet prioritizes delivering high-quality editorial content to our readers. As such, the ratio of advertising to editorial content is carefully regulated to ensure that our publications remain predominantly editorial in nature. This commitment ensures that our readers can rely on The Martlet for engaging, informative, and diverse articles.