



The official newspaper of Occidental College since 1893

Advertising Standards

Developed from The New York Times “Advertising Acceptability Manual”

1. The Occidental (“we”) maintains a clear divide between the content of our advertising and any editorial content produced for our organization. Publishing an advertisement is in no way an endorsement of the content or implications of that advertisement.
2. All advertisements will be labeled as such.
3. We reserve the right to decline any advertisement for any reason.
4. Advertisements that contain any of the following (in text or media form) are considered unacceptable:
 - 4.1. Illegal material
 - 4.2. False or misleading material
 - 4.3. Racial or ethnic stereotypes
 - 4.4. Sexually explicit material
 - 4.5. Violence
 - 4.6. Discrimination on the basis of identity, including but not limited to, race, ethnicity, sex, gender, sexual orientation, gender expression, religion, ability, or nationality.
 - 4.7. Tobacco use
 - 4.8. Gambling
 - 4.9. Firearm sales
 - 4.10. Content that could be misconstrued as having been created or endorsed by The Occidental’s general or editorial staff
5. We judge each advertisement independently, with consideration given to the specific and total content and context of the specific material.