



Advertising Guidelines & Content Policy

To maintain the integrity of [Islamic Center of Naperville \(ICN\)](#)'s mission and ensure compliance with its bylaws and applicable laws, all advertisements submitted for ICN communication channels must adhere to the following guidelines. Note: the ICN Advertising Guidelines and Content Policy are part of ICN's [Communication Committee policy](#).

1. Guiding Principle

All advertisements must align with the values, objectives, and religious principles of ICN. Submissions must not conflict with Islamic teachings, ICN bylaws, or U.S. laws governing nonprofit organizations.

2. Permissible Content

ICN may accept advertisements that fall into the following categories:

- **Community & Religious Content**
 - Islamic programs, events, and educational initiatives
 - Masjid, school, or community organization announcements
 - Charitable and nonprofit initiatives
- **Local Businesses & Services**
 - Professional services (e.g., healthcare, legal, real estate, education)
 - Family-friendly retail and service businesses



- Businesses offering halal or generally permissible products/services

3. Prohibited Content

ICN will not accept advertisements that include or promote:

- **Non-Permissible (Haram) Activities**

- Alcohol, tobacco, vaping, cannabis, or gambling
- Explicit or suggestive content, immodest imagery, or inappropriate language
- Entertainment or services inconsistent with Islamic values

- **Political Activity**

- Political candidates, parties, or campaign messaging
- Advocacy for or against legislation or public policy

- **Harmful or Misleading Content**

- Hate speech, discrimination, or inflammatory messaging
- False, deceptive, or unverified claims
- Content that may create division within the community



- Conflict of interest with ICN
 - Promotion of programs and services that are in direct conflict with ICN
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4. Organizational Eligibility

Organizations and businesses must:

- Operate legally and ethically
- Align with ICN's mission and community standards
- Not engage in activities that could harm ICN's reputation

ICN reserves the right to request additional information about any advertiser.

5. Content & Design Standards

All advertisements must:

- Maintain respectful language and tone
 - Be appropriate for a diverse, family-oriented audience
 - Present accurate and truthful information
 - Avoid implying ICN endorsement unless explicitly approved
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6. Religious Sensitivity



Advertisements must:

- Respect Islamic values, practices, and symbols
 - Avoid content that contradicts core Islamic teachings
 - Refrain from sectarian, divisive, or controversial religious messaging
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7. Review & Approval

All submissions are subject to review by the communications@icnmasjid.org. ICN reserves the right to:

- Approve, reject, or request modifications to any advertisement
- Decline any submission at its sole discretion

All decisions are final.

8. Disclaimer

The Islamic Center of Naperville does not endorse or guarantee any advertised products or services. Advertisements are accepted solely based on compliance with ICN guidelines.
