

ADMINISTRATION

NEWSPAPER SERVICES

Advertising Rates

The policy of the Golden Rain Foundation (GRF) is that advertising rates will be competitive with advertising rates in the surrounding community, taking into consideration the uniqueness of our community with respect to the Shareholder/ members and their desirability as potential customers of advertisers.

1. The Communications Department Head will semi-annually review the advertising rates in use and recommend to the Communications Committee any rate changes for the approval of the Committee and the GRF Board of Directors.
2. This policy shall include advertising rates for the following:
 - a. Display Advertising;
Printed or digital advertising such as banners or other ad formats made of text, images, video, and audio, used or deliver general advertisements and brand messages.
 - b. Classified Advertising;
Printed or digital advertising that allows private individuals or businesses to solicit sales for products and service (headings such as Accounting, Automobiles, Clothing, Farm Produce, For Sale, For Rent, etc.).
 - c. Outdoor Advertising;
Any advertising done outdoors that publicizes business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of any brick-and-mortar location.

and

 - d. Any other revenue producing medium (such as sponsorships, etc.).

Policy

Adopted: 15 Aug 77
 Amended: 18 Sep 79
 Amended: 15 Jan 91
 Amended: 26 Jan 16
 Amended: 22 May 18

GOLDEN RAIN FOUNDATION
Seal Beach, California