



COMMUNICATIONS

Advertising Policy

1. Advertising Policy

The policy of the Golden Rain Foundation (GRF) is to publish and distribute media to the members of the Foundation that will serve the best interests of the community. The Finance Department is responsible for the collection of advertising accounts. Golden Rain Foundation reserves the right to reject any advertising for any reason.

The general policy is to accept all advertising with the exception of:

- 1.1.** Medical or paramedical practitioners or firms providing goods or services that are harmful to the interests of Foundation members;
- 1.2.** Contractors who are not properly licensed or insured;
- 1.3.** Any advertiser selling goods or services who has obtained leads or entry to Leisure World Seal Beach by way of trick, subterfuge, or innuendo;
- 1.4.** Any provider of goods or services who seeks to advertise in a manner that would be untruthful, misleading, or in any way detrimental to the general good of the GRF and its members;

2. Establishing Advertising Rates

The Golden Rain Foundation endeavors to establish advertising rates that will be competitive with rates in the surrounding community, taking into consideration the unique demographics of our community.

The Communications Department will periodically review the advertising rates and report to the Operations Committee.

2.1. Display Advertising

Printed or digital advertising such as banners or other advertising formats including text, images, video, and audio used to deliver general advertisements and brand messages.

2.1.1. Classified Advertising

Printed or digital advertising that allows private individuals or businesses to solicit sales for products and services.



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2.1.2. Outdoor Advertising

Any outdoor advertising that publicizes a business' products and services. Types of outdoor advertising include billboards, bus benches, buses, and signage posted on building exteriors.

2.1.3. Other revenue-producing media (such as events and Amphitheater sponsorships).

3. Special Types of Advertising

3.1. The Communication Department produces the following special publications with varying rate structures:

- 3.1.1.** LW Weekly
- 3.1.2.** Community Guide and Telephone Directory
- 3.1.3.** Minibus Schedule.
- 3.1.4.** Leisure World Community Map
- 3.1.5.** Spotlight Magazine
- 3.1.6.** Leisure World Calendar
- 3.1.7.** Leisure World Community Leadership Guide
- 3.1.8.** Leisure World Walking Paths
- 3.1.9.** Minibus Advertising

3.2. Multilingual Advertising

The LW Weekly will accept multilingual advertisements that are in accordance with the general advertising guidelines and that meet the additional criteria:

- 3.2.1.** Ads may include up to two languages; English must be one of the languages displayed;
- 3.2.2.** Multilingual ads must include English translations for all text displayed (including text displayed in logos and/or other graphic elements);
- 3.2.3.** Multilingual ads must be vetted and pre-approved by the Communications Director or Executive Director;

3.3. Estate and Patio Sales

3.3.1. All advertising in the LW Weekly offering to purchase entire households of goods and furniture (estates) or offering to conduct estate sales or patio



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sales for the owner or heir(s), and all advertising announcing such sales, shall contain the name of the person or business (must list business license number) soliciting such purchases or conducting such sales;

3.3.2. All advertising for estate or patio sales conducted by the owner or heir(s) shall contain the words “by owner” or “by heir(s).”

3.4. Obituaries

3.4.1. First 250 words (may include photo) **free** of charge

3.4.2. Additional words will be charged at the current classified rate*

3.4.3. Decorative elements supplementing an obituary, eulogy or photos will be charged at the current classified advertising rate

3.4.4. A “Card of Thanks” section is available in the LW Weekly classified section at current classified rates

3.4.5. The LW Weekly provides the following rate structure:

3.4.5.1. GRF Member rate: current classified rate*

3.4.5.2. Non-GRF Member rate: current classified rate*

*Contact LW Weekly Office for details.

Document History

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Rates				

(Retyped 2/2/00 to replace Physical Property Manager with Community Facilities Manager)