

STANDARDS & REQUIREMENTS

North Carolina 2x2/2x4 Display Ad Network

Standards of Acceptance - 2x2/2x4 Display Ad Network

- Advertisements will be rejected if they appear to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format, not in compliance with statutes set forth in North Carolina law, or for other good cause.
- Advertisements will be rejected if they are known or determined to discriminate based on disability, family status, marital status, race, color, national origin, religion, gender, or age, except where expressly permitted by law.
- Individual network newspapers reserve the right to properly classify, edit, or reject all advertising in compliance with local regulations and policies.
- The following are guidelines to be used in the acceptance of network advertising, but do not and are not intended to reflect all specific policies of participating newspapers.

Requirements for Publication:

- Advertisements offering any loans or mortgages are required to name the company offering such. A mortgage loan company must be licensed by the N. C. Commissioner of Banks, unless it is a banking institution or wholly-owned subsidiary of a bank.
- Any company charging a fee to broker or arrange a loan or credit card must be registered as a loan broker with the Secretary of State of North Carolina indicating that they are appropriately bonded and licensed. Proof of such registration, bonding and licensing must be available upon request. Loan brokers are prohibited from charging advance fees.
- Business opportunity and investment advertisements must indicate the type of business calling for investors and the amount of investment required in the ad copy. Sellers of business opportunities must file a disclosure statement with the N.C. Secretary of State's office. All franchise offerings must be registered with the N.C. Secretary of State's office. Proof of such filings or registrations must be available upon request. Contact SOS 919-807-2156 or <http://www.sosnc.com/>.
- Advertisements for weight control and health and diet products must have FDA approval.
- Commercial advertisements must indicate that the advertisement was placed by a firm or an individual engaged in a commercial enterprise of offering such product or service for sale. Such indication can be made by using the firm name or the words "broker" or "agent" or some other suitable term.
- Adoption Advertising: Agencies must be licensed by NC Department of Health and Human Services and copies of such license to be available upon request.
Adoption Advertising by individuals: (1) the prospective person(s) has completed a preplacement assessment (within 18 months), finding that person(s) suitable to be an adoptive parent(s), (2) identifies the name of the agency that completed the preplacement assessment, and (3) identifies the date the preplacement assessment was completed.
- Attorneys are required by State Bar to list their address in advertisement.
- "Paid Advertisement" to be included on ads that appear to be editorial in format.

Specific Prohibitions:

- Advertisements offering or soliciting services for surrogate mothers are not accepted.
- Work-at-home advertisements, or advertising offering employment through listing publications are not accepted.
- Advertisements directing replies to blind boxes are not accepted.
- Multi-level or network marketing advertisements are not accepted.
- Advertisements for surplus government property are not accepted.
- Advertisements requesting money be sent by mail are not accepted. Advertisements requesting money before receipt of information or proof of the product are not accepted.
- Advertisements claiming bad credit repair, fixed credit, or similar programs are not accepted.
- Advertisements for 900 numbers or business opportunities for setting-up a 900 number business are not accepted.
- Advertisements for mail-order weight loss programs, cosmetics, medicines, alternative healthcare products, or products claiming medical cures are not accepted.