



PEZ Portland Advertising Guidelines

January 2020

PEZ Portland maintains an advertising guidelines document to communicate what meets the standards of acceptability for advertisements across all platforms (including but not limited to special section guides/magazines, digital channels, sponsorships, etc.).

All advertising is subject to PEZ Portland's approval. PEZ Portland's Digital Director has absolute discretion to accept or reject any advertisement. PEZ Portland assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

PEZ Portland's Digital Director may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity.

If an advertisement contains content that is not deemed acceptable, the advertiser will be notified. PEZ Portland will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined at PEZ Portland's Digital Director's discretion.

All communications produced by PEZ Portland are for the benefit of its followers. All paid content (advertising, advertorials, sponsorships, etc.) is reviewed for its suitability and usefulness for the followers, as well as its fit with the high-quality communication channels we produce. This includes creative, such as the aesthetic look and the tone of the copy used in the advertisement.

We kindly ask you respect the below advertising guidelines.

- Be authentic with our followers/readers. Authenticity means being truthful and honest about the product or service you're promoting. It also means being transparent with people about what they should expect when they interact with your products or services.

- Be honest about your relationship with PEZ Portland.
- Disclose your billing practices.
- Respect the rights of others.

We don't allow certain categories of ads because they can be disruptive or offensive, regardless of context. We also have restrictions on ads for certain products and services. As always, advertisers are responsible for the content promoted in any and all PEZ Portland-owned platforms as well as the safety and trustworthiness of the products and services you offer. Advertisers must comply with all laws and rules and regulations that apply to the advertiser and the advertising content. If you have questions regarding ads that are not allowed or restricted, please contact PEZ Portland's Digital Director at info@pezportland.com.