

## Advertising Policy for City of Fife Magazine

### A. POLICY

The City of Fife, acting in its proprietary capacity and not as a regulator, recognizes that there are opportunities to realize revenues to be used for the public benefit through the sale of advertising in the City Magazine. The City adopts these rules to govern advertising initiatives that generate revenue to support the City Magazine and offset related costs.

### B. ADVERTISING POLICY

The purposes of this policy are as follows:

1. To define the types of advertising opportunities the City will accept in the magazine.
2. To ensure that standards for acceptance or rejection of such advertising are clear and objective.
3. To maintain the City's reputation and public image by avoiding advertising in the magazine that is offensive or controversial and to protect minors who may be exposed to advertising in the magazine.
4. To ensure consistency in decisions to accept or decline advertising requests.
5. To maximize revenue to fund specific programs that could benefit from advertising.

Advertising in the magazine of a product or service does not imply any City endorsement of the product or service advertised.

In adopting this policy, the City of Fife is acting in its proprietary capacity to raise revenues for the City of Fife, in a manner consistent with City policies and objectives.

By selling advertising in the magazine, the City is not creating a public forum or a limited public forum for speech.

The City of Fife may at any time, subject to any contractual obligations, declare a complete ban on all advertising in the magazine and direct that no advertising of any kind be accepted.

### C. PROCEDURE

1. The City will establish minimum advertising rates, which may include requirements for minimum amounts of advertising that must be purchased by an advertiser before an advertisement is accepted. In establishing such rates, the City shall be guided by prevailing market rates for other, similar advertising to the extent practicable.

2. No advertising will be accepted if that advertisement or the information contained within it falls within one of the categories specified below in Section D, Limitations Upon Advertisements.

3. The City will review each advertisement submitted for display in the magazine to determine whether the proposed advertisement falls within, or may fall within, one or more of the categories set forth in Section D, Limitations Upon Advertisements.

4. If the City determines that an advertisement falls within, or may fall within, one or more of the categories set forth in Section D, it will promptly provide the advertiser with a copy of these standards and written notice of its determination and the reasons for the determination.

#### D. LIMITATIONS UPON ADVERTISEMENTS

Advertising in the City Magazine may not contain material or information that:

1. Is false, misleading, or deceptive;
2. Is libelous;
3. Promotes unlawful or illegal goods, services or activities;
4. Implies or declares an endorsement by the City of Five of any goods, services, or activities;
5. Contains any nudity, obscenity, or sexual conduct of any kind.
6. Contains erotic material as defined in RCW 9.68.050;
7. Promotes the sale or use of tobacco or tobacco-related products;
8. Promotes the sale or use of cannabis or cannabis related products;
9. Promotes the sale or use of wine, liquor, beer or distilled spirits;
10. Supports or opposes a political candidate, issue or cause; and/or
11. Supports or opposes a religion or religious denomination, creed, tenet or belief, including information or material that supports or opposes atheism or agnosticism.



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Hyun Kim. City Manager

Date: February 10, 2021