



Winged M Advertising Guidelines December 2018

Multnomah Athletic Club (MAC) maintains an advertising guidelines document to communicate what meets the standards of acceptability for advertisements across all platforms (including but not limited to Winged M magazine, digital channels, event sponsorships, etc).

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

MAC MarCom 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. MAC will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined at MAC MarCom Director's discretion.

All communications produced by MAC are for the benefit of MAC members. All paid content (advertising, advertorials, sponsorships, etc.) is reviewed for its suitability and usefulness for members, 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 members/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 MAC.
- 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. As always, advertisers are responsible for the content promoted in any and all MAC-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, the advertising content

We never allow ads with:

- Illegal activity
- Illegal or recreational drugs
- Imitation or counterfeit goods
- Live animals and products from endangered or threatened species
- Online gambling and lotteries, or games of skill
- Pharmaceuticals
- Political candidate, political party or issue-related ads
- Suspicious or unverified claims
- Tobacco
- Unacceptable business practices
- Offensive words or images
- Weapons and explosives
- Pornography, escort services and products claiming to enhance sex, as well as other “adult” sexual products and services

We have restrictions on ads for these products and services:

- Schools are welcome and may advertise in The Winged M but must refrain from promoting “camps” “programs” “pre-k” “play/preschool” as not to conflict or compete with MAC’s like programs.
- Wellness / Athletics Services - Wellness, Fitness or Athletic businesses may not advertise in The Winged M as to not conflict or compete with MAC’s like program. This includes but is not limited to gyms, personal training, wellness classes, fitness classes, physical therapy, Pilates, Yoga, massage.
- Restaurants/Bars - MAC does not allow local Portland restaurants or bars to advertise in WM as to not conflict or compete with the club’s restaurants.
- Restaurants and wineries that are outside Portland metro may advertise (Location must be outside Portland, Vancouver, Beaverton, Gresham, Hillsboro, Milwaukie, Lake Oswego, Oregon City, Fairview, Wood Village, Troutdale, Tualatin, Tigard, West Linn, Battle Ground, Camas and Washougal.)
- Portland Membership Clubs – Other Portland Membership clubs may not advertise in The Winged M as to not conflict or compete directly with MAC.
- Alcohol ads must promote responsible consumption of alcoholic beverages and must not disparage abstinence from such beverages



- Alcohol ads must promote responsible consumption of alcoholic beverages and must not disparage abstinence from such beverages
- Ads must not associate drinking with driving or motor vehicles.
- Ads must not promote excessive consumption, suggest therapeutic or other benefits to drinking (for example, that alcohol improves performance, contributes to success or solves problems), or focus on the alcoholic strength of the beverage.
- Alcohol ads cannot be directed toward or contain images or content designed to appeal to minors.
- Alcohol ads must not feature models/actors who are, or have the appearance of being, under the age of 25.
- Advertisements for free goods or services must indicate when terms and conditions apply.
- Advertising containing special offers, promotions, contests, sweepstakes or prize draws must indicate that terms and conditions apply. The ad should include a link to a landing page that prominently presents the offer as advertised.