



Geneva Park District Advertising and Marketing Guidelines

Definition

Advertising is the direct promotion of a company through space bought for that specific purpose, print or digital.

Conditions and Guidelines

Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in Geneva. Subject to the Geneva Park District's terms for accepting advertising, contracts will be accepted on a first-come, first-served basis.

Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Geneva Park District's mission statement. The Geneva Park District values and promotes accessibility, excellence, optimal experience, unity through diversity, wholesomeness, and accountability.

The Geneva Park District reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.

The Geneva Park District is a municipal corporation created by state authority and authorized by referendum for the purpose of acquiring, maintaining and operating parks and leisure activities and as such does not support any one political party or viewpoint. Therefore, the Geneva Park District will not accept political advertising of any kind.

The Geneva Park District reserves the right to revise, reject or omit any ad at any time without notice. Any camera-ready advertising submitted that does not conform to the publication's mechanical requirements will be enlarged, reduced or floated at the discretion of the marketing department. The Geneva Park District shall not be responsible for damages if an advertisement fails to be published for any reason.

The Geneva Park District reserves the right to determine and/or change the placement of ads without notice.

Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation, and illustrations) and shall indemnify and save harmless the Geneva Park District, without limitation against, for any and all claims made thereof against losses sustained by the Geneva Park District, its commissioners or employees.

The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use: 1. The names, portraits, and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Geneva Park District publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to a third party. The advertiser and its agency each agree to indemnify and save harmless the Geneva Park District against all losses, liability, damage and/or expenses arising from the copying, printing, or publishing of any such advertisement.

No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Geneva Park District policies, will be binding on the Geneva Park District.

The Geneva Park District shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher or the Geneva Park District.

Any drawings, artwork, and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be at the Geneva Park District's sole discretion and shall not exceed the cost of space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.

Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed.

The Geneva Park District will not return any items submitted for advertising, unless otherwise mentioned.

The Geneva Park District has a non-soliciting policy. Therefore, no Geneva Park District staff will hand out information or promote businesses or organizations in any way.

Rate Protection

The Geneva Park District reserves the right to revise advertising rates. However, this will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.