

## BLCA WEBSITE ADVERTISING GUIDELINES

BLCA Members in Good Standing can advertise their not-for-profit event or notice on the BLCA website free of charge. Not-for profit events or notices may be submitted by other organizations for consideration if it promotes local events or activities that may be of interest to our Members. There are a few basic guidelines:

- BLCA Board of Directors and/or Office retains the right to refuse an ad or notice if it is considered inaccurate, in bad taste, profane, defamatory, infringing, obscene, fraudulent, misleading, or deceptive, or would not benefit the membership. Anything of a political, religious or sexual nature will not be permitted.
- Ads or Notices must not defame, abuse, harass, stalk, threaten or otherwise violate the legal rights (such as rights of privacy and publicity) of others.
- The Association retains the right to decline any submitted ads or notices or to discontinue any posting previously accepted.
- The Association will not publish to the website any article that is copyrighted without authorization to use.
- The Association reserves the right to not link to or to remove links to other web sites.
- BLCA reserves the right to change these policies at any time.

### Submission Procedure

- Items for sale, wanted, barter or free, can be placed by submitting your item form directly to our webmaster at [www.birchwoodlakes.net/classifieds.html](http://www.birchwoodlakes.net/classifieds.html).
- Events and/or Notices can be emailed to BLCA Office at [info@birchwoodlakes.net](mailto:info@birchwoodlakes.net).
- If approved, Notices will be placed on the BLCA Website Bulletin Board.
- Business Ads are not accepted at this time.
- Office Staff will review the notice to determine its eligibility for placement on the BLCA website.
- If deemed unsuitable BLCA will contact you and provide you with the opportunity to provide a different copy in accordance with guidelines above.
- Notices must be provided in a pdf or text format such as Word. The Webmaster reserves the right to reproduce in a format that conforms to the website if deemed necessary.
- Once approved the notice will be forwarded to the webmaster for website placement.

**Disclaimer:** Birchwood Lakes Community Association, Inc. does not guarantee any claims made by advertisers. Publication does not constitute an endorsement, recommendation or approval of goods or services advertised herein by Birchwood Lakes Community Association, Inc. The advertiser hereby agrees to indemnify, defend, and hold Birchwood Lakes Community Association, Inc., its officers, directors, and staff, harmless from any and all claims, causes of action, demands, penalties, damages, obligations, liabilities, and costs (including reasonable attorneys fees) arising out of or connected with the advertisement or the sale of goods and/or services.

**NOTE: At this time we do not accept commercial advertising or any advertising that is not of benefit to our Members.**

Motion to approve the above guidelines was made at the July 17, 2012 Regular Board Meeting. Motion made by Director McInerney, seconded by Director Martin. All Directors Voted in Favor. Motion Passed.