

# Leisure Village® West Association

AT MANCHESTER, NEW JERSEY

AMENDED POLICY RESOLUTION  
ADVERTISING GUIDELINES  
In  
LEISURE VILLAGE WEST  
FEBRUARY 3, 2016

**WHEREAS**, the Leisure Village West Board of Trustees is responsible for the implementation, administration, and enforcement of advertising guidelines. The Board of Trustees shall have the right of refusal of any ad it deems unsuitable, inappropriate or misleading in Leisure Village West.

**WHEREAS**, the purpose of allowing advertising in Leisure Village West is two-fold: 1) increased revenue to the Association, and 2) promote resident to resident services/businesses to the approximate 3,800 residents of LVW.

**THEREFORE BE IT RESOLVED** ON THIS 3rd day of FEBRUARY, at a Board of Trustees meeting where a quorum was present, the following guidelines were amended and will be adhered to:

1. Placement in any Leisure Village West publication is at the discretion of the Community Manager or other assigned person.
2. Ads must clearly state the owner or proprietor's name.
3. Ads must clearly represent the club, company, product, service, or brand that is being advertised and must not contain false, misleading, fraudulent, or deceptive claims or suggest false relevancy to generic offers.
3. Ads may not promote the sale or use of adult products or services
4. Ads may not promote or facilitate the sale or consumption of illegal or recreational drugs, tobacco products, or drug or tobacco paraphernalia. Ads may not constitute, facilitate or promote illegal activity.
5. Ads may not promote the sale or use of weapons, ammunition, or explosives.
6. All advertisements should be created with a sense of responsibility toward the public. Accuracy is the responsibility of the ad placer.
7. Payment and paperwork are due at the time the ad is presented for submission.
8. Placement of ads for services may not be placed in the recreation buildings without permission of the Community Manager or other assigned person.

These Guidelines also are not intended to address or illustrate every type of extreme or offensive content that could lead to a violation; they merely provide illustrative examples.

