



INDEPENDENT POOL & SPA SERVICE ASSOCIATION, INC.

PO BOX 254645
SACRAMENTO, CA
95865
888-360-9505
888-368-0432 (FAX)
info@ipssa.com

INDEPENDENT POOL & SPA SERVICE ASSOCIATION (IPSSA) ADVERTISING POLICY AND GUIDELINES

It is the policy of IPSSA to accept advertising in its publications that conform to the standards set forth below. Advertising proposed for inclusion in ASSN publications shall substantially conform to these standards, as determined in the reasonable discretion of the editor of IPSSA publication, or other designate of the IPSSA Board of Regional Directors:

1. The advertisement must pertain directly to the business and interests of pool service technicians or closely related matters.
2. The advertisement must not be false or misleading in any way. The editor may require substantiation of claims made in advertising content; lack of substantiation of claims may result in rejection of the advertisement. Misleading advertising includes messages that may be interpreted by reasonable readers as suggesting facts or circumstances that are untrue or exaggerated. For example, an advertiser's claim that its insurance product provides the "best value" to an Association member cannot be substantiated in the context of advertising and will likely be deemed unacceptable. Determination of whether advertising is false, or misleading shall be made in the good faith discretion of the editor and/or other designate of the IPSSA Board of Regional Directors.
3. The advertisement must be in good taste and consistent with the character of the publication. Determination of whether advertising is in good taste and consistent with the character of the publication shall be made in the good faith discretion of the editor and/or other designate of the ASSN Board of Directors.
4. The advertising may be rejected based on violation of law or regulation, contravention of IPSSA policies or values, if it may lead to disruption of Association operations or meetings, or if it competes in a material way against IPSSA. Competition against another IPSSA advertiser is permitted, provided the guidelines set forth in this policy are met.
5. The editor shall refuse advertisements from groups or entities that discriminate on the basis of race, color, religion, sex (including gender and perception of gender), sexual orientation, marital status, national origin, ancestry, familial status, disability or any other form of discrimination prohibited by law. Further, all advertising related to political matters, whether candidates for office, pending or anticipated litigation, ballot initiatives or any matter appearing on a public ballot, will not be permitted.

This is a partial list of reasons for rejection of advertising in IPSSA publication; other circumstances may result in refusal to accept proposed advertising, in the sole discretion of ASSN.