

## **The Greater Chambersburg Chamber of Commerce Advertising Policy:**

### **General policies of the use of Chamber promotional/advertising and outreach vehicles and materials.**

The Greater Chambersburg Chamber of Commerce (Chamber) is a fully private, member driven, board governed, business advocacy organization with the vision to promote the business community, economic development and education in innovative ways – contributing to the community's quality of life and having a positive impact on the lives of those we serve. The Chamber and its affiliates have a variety of vehicles for promotion/advertising and outreach offered to our Membership. This includes but is not limited to: Sponsorships, Newsletters, E-Blasts, Mailings, Inserts, Directory, Web/ Internet, Radio, and Social Media. These various methods are regularly used to provide our members an array of channels to broadcast directly into the network of Chamber membership while capitalizing on the strength and respect of the Chamber Brand. The value of reaching this network of local businesses as a target audience is only part of the equation. Through the Chamber's various media outlets, our members benefit from their affiliation with the Chamber Brand by leveraging our strong reputation and legacy of business advocacy in the community. As a result, the Chamber holds the prerogative to edit or reject any content submitted by a member for distribution through any of our various promotional/advertising and outreach vehicles. This decision will be based upon any content that is deemed to be contrary to the Chamber's vision or which may cause polarization in the community. It may also be based on the inclusion of, or perception of inclusion of, social issue advocacy. Any necessary edits or deletions of content will be communicated to the member.

General advertising guidelines are as follows:

- Advertising opportunities are available for Chamber Members in good standing
- The Chamber will include the following disclaimer on advertisements:
  - Content submitted by members of the Greater Chambersburg Chamber of Commerce (GCCC) may contain advertisements and/or links to third party sites. The GCCC does not endorse nor advocate for the advertised product, event, service or company, nor any of the claims made by the content and takes no responsibility for promises made or the quality/reliability of the products/services offered.
- All materials should be positive in nature
- Any implications of negativity or innuendos towards another business, the community or others will not be permitted
- Content is at the Chamber's discretion and subject to Chamber's approval