

## **POLICIES AND PROCEDURES**

POLICY NUMBER: 00-01  
SUBJECT: ADVERTISING  
EFFECTIVE DATE: June 17, 2000  
REVISION DATES:  
APPROVED BY: CWEA Board of Directors

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### **POLICY**

It is the policy of the CWEA Board that advertisements may be accepted from those purveying goods or services to the wastewater industry for publication in any magazine, newsletter, directory, or other publication of the CWEA, its Local Sections or Committees, or for publication on CWEA's WEB site.

CWEA, its Local Sections and Committees reserve the right to refuse advertising that is, in its determination, insufficiently related to the wastewater industry.

CWEA, its Local Sections and Committees further reserve the right to reject all advertising, if the publication is intended to be free of advertisement.

### **PROCEDURES**

1. Advertisement pricing for publications of the CWEA shall be established by the Board of Directors on an annual basis.
2. Advertisement pricing for publications of the Local Sections shall be established by the Local Section on an annual basis.
3. All advertising accepted for publication shall be for products and services related to the wastewater profession.
4. CWEA and its Local Sections and Committees reserve the right to reject advertising for products and services that are, in its determination, insufficiently related to the wastewater industry.
5. Likewise, CWEA and its Local Sections and Committees reserve the right to reject advertising that may be deemed to be of a tone that is unprofessional or offensive.

6. Each advertiser shall warrant that advertisements submitted, including graphics, are free from violation of any copyright; trademark or patent laws, and that the advertiser has the right to use any text, trademark or patent information that is submitted as part of the advertisement.
7. Each advertiser shall warrant that rights to any music used in WEB related advertisements are authorized through the music licensing organizations ASCAP and BMI, and that any fees related to use of music shall be paid exclusively by the advertiser.
8. CWEA and its Local Sections and Committees reject any responsibility for any claims made by an advertiser, and reject any responsibility for any failure of any product, service or equipment advertised in CWEA publications.
9. The Editor of the publication shall make decisions regarding publication of any advertising.
10. Decisions of the Editor of CWEA publications may be appealed in writing to the CWEA Board of Directors of CWEA. Decisions of the Editor of Local Sections may be appealed in writing to the Local Section Board of Directors, and thereafter, to the CWEA Board.
11. Each advertiser shall defend, indemnify and hold harmless, CWEA, for all claims arising from violation of this policy and its procedures.