

HIGHLANDS COUNCIL

BUILDING COMMUNITY AT ISSAQUAH HIGHLANDS

Issaquah Highlands Advertising Policies and Standards

*Connections News and community E-Letter are published by the Highlands Council.
Our mission is to foster the development of a vibrant and caring community
committed to service, diversity, and well-being.*

Highlands Council reserves the right to accept or refuse advertisement submissions and to edit for content and length. We also reserve the right to refuse advertising that, in our sole discretion, does not reflect the standards of Highlands Council.

Advertisers are solely liable for the truth of their ads and for compliance with all local, state and federal laws and agree to indemnify Highlands Council for liability resulting from any violation (or claimed violation) of local, state and federal laws arising from the ad or the product, service or message that their ad promotes. Furthermore, ads may not be offensive or detrimental to individuals, groups or business. Advertisers may not name competitors in their ads.

Advertisements may not imitate the look of Connections editorial material. If an advertisement resembles editorial material it must clearly include the words "Paid Advertisement". Political advertising must include the name of the party paying for the ad.

Opinions expressed either by paid advertisement or editorial content do not necessarily reflect the views of Highlands Council or this newspaper.

On Line ads must not mislead users into navigating to a site that is unrelated to the content of the banner ad and must clearly identify the advertiser.

Ads are due by the first Friday of the month for the following month's publication.

Specifications for best results with newspaper printing:

- Please avoid small text in color or reversed out of color.
- Do not use a built black of CMYK combined. Instead, please setup all black as "K" only.
- Convert all RGB files to CMYK before creating PDF.
- 85 line screen and 300 dpi for photos.
- All process color ads should be converted to CMYK.
- Acceptable art for use by our production department includes TIFF or JPEG files.
- Convert all Photoshop files to JPEG or TIFF before sending.
- DO NOT send Quark, Illustrator, Publisher or other native files.

Contact Nina Milligan at nina.m@ihcouncil.org or 425-507-1111