

# Fort Lauderdale Media Associates, Inc.

401 E. Las Olas Blvd., Suite 130-599, Fort Lauderdale FL 33338

Tel: 954.828.1337 | Fax: 954.252.4349 | www.ftlauderdalemedia.com

**RIO VISTA • HARBOR BEACH • CORAL RIDGE CC ESTATES • THE LANDINGS & BAY COLONY**

Re: Editorial Content Policy

In general, each of the local neighborhood HOA magazines we do has a newsletter committee made up of several HOA board members and they require us to run the following content (or similar) in each issue:

- a) **President's Message**
- b) **Mayor's Message**
- c) **City Commissioner Message**
- d) **Neighborhood feature article(s)** (on an issue, event or whatever the Board decides)
- e) **Guest article** (per invitation by the newsletter committee)
- f) **Real Estate Article** (neighborhood real estate update from a resident broker or R. E. advertiser)
- g) **Departments** – if/when we have editorial space available after the mandated content from the association, we often run miscellaneous one-page 'Department' articles under section headers such as 'Neighbors & Friends', 'Safety & Security', 'Fitness & Health', 'Dining', 'New to the Neighborhood', etc. Priority for these is given to suggestions and/or submissions from:
  - i. Board and Association members;
  - ii. Appropriate City, County or State elected officials or staff submissions or reports;
  - iii. Not-for-Profit organizations that have relevance or a tie-in to the neighborhood;
  - iv. Advertisers who are able to submit editorial that is 'informative, educational or relevant to the readers and is not overtly focused on promoting their business.'
- h) **Neighborhood News, Updates & Events**– our 'catch-all' flexible space section in which we can use shorter news releases, updates and events 'briefs' from local businesses, not-for-profit orgs, city/county news and events items to fill and fit editorial space as needed toward the back of the magazine.
- i) **Please note that under no circumstances** will we solicit, offer or accept advertising contingent upon including editorial or an article for any advertiser in any of our publications. Nor do our Association partners allow advertorial. Please see item g) iv. above, for the limited, space-available circumstances and requirements where the associations may permit the use of an advertiser editorial submission.

I hope this helps. Please feel free to contact me directly if any other questions.

Thank you!

George Mihaiu  
Publisher