

Fort Lauderdale Media Associates, Inc.

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RIO VISTA & LAUDERDALE HARBORS • HARBOR BEACH • CORAL RIDGE CC ESTATES

THE LANDINGS & BAY COLONY • LAS OLAS BOULEVARD & ISLES • VICTORIA PARK

Re: Editorial Content Policy

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

- a) **President's Message**
- b) **Mayor's Message** and/or **City Commissioner Message** - usually both
- c) **Neighborhood feature article(s)** - on a civic issue, local event or whatever the Board decides
- d) **Sub-feature or Guest article** - on other civic issues & updates...guest article by board invitation only
- e) **Real Estate Article** – optional neighborhood update from a resident broker or real estate advertiser
- f) **Departments** – if/when editorial space is 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 a tie-in to the neighborhood, but may NOT be fund-raising event promotions unless such an article is pre-approved by the board. Fundraising events are offered a special 'not for profits only,' discounted ad rate as a courtesy from the association & publisher.
 - iv. Advertisers who are able to submit editorial that is informative, educational and/or relevant to the readers and is not overtly focused on promoting their business.
- h) **Neighborhood News, Updates & Events** – our 'catch-all' flex-space section in which we can use shorter news releases, updates and events 'briefs' from local businesses, not-for-profit orgs, city/county to fill editorial space as needed toward the back of the magazine.
- i) **Please note that under no circumstances may we or 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) iii above, for the limited, space-available circumstances where the associations may consider an advertiser editorial submission.

We hope this information is helpful to you!

Thank you!

George Mihaiu
Publisher