

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 & LAUDERDALE HARBORS • HARBOR BEACH • CORAL RIDGE CC ESTATES
THE LANDINGS & BAY COLONY • LAS OLAS BOULEVARD & ISLES • VICTORIA PARK

Editorial Content Policy

Each of the local neighborhood association magazines we do has a newsletter committee consisting of several association board members who determine the editorial content for their respective publication. Their communication objective is to provide informational content of interest and specifically relevant to the homeowners and residents of their neighborhood.

As such, the following are the content items and priorities to be considered for each issue:

- a) **President's Message**
- b) **Mayor's Message**
- c) **City Commissioner Message**
- d) **Neighborhood feature article(s)** - on a civic issue, local event or whatever the Board decides
- e) **Sub-feature or Guest article** - on other civic issues & updates...guest article by board invitation only
- 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 'space available' situations is given to suggestions or submissions from:
 - i. Neighborhood Board and Association members;
 - ii. Appropriate City, County or State elected officials or staff submissions and reports;
 - iii. Not-for-Profit organizations that have a tie-in to the neighborhood, other than fund-raising event promotions unless such an article is pre-approved by the board. NFP organization fundraising events are offered a special 'not for profits only,' discounted ad rate as a courtesy from the association & publisher subject to space availability.
 - iv. Advertisers who are able to submit editorial that is informative, educational and/or relevant to the neighborhood audience and is not overtly focused on promoting the business.
- h) **Neighborhood News, Updates & Events** – our 'catch-all' flex-space section in which we can use shorter news releases, city informational updates and events 'briefs' to fill editorial space if or as needed at the back of the magazine.

Please note that under no circumstances may we or will we solicit, offer or accept advertising contingent upon advertiser editorial in any of our publications. 'Advertorial' ad submissions which might be confused with editorial content are also not allowed in order to ensure the editorial content integrity for the homeowners and residents of each neighborhood.

We hope this information is helpful to you!

Thank you!

George Mihaiu
President & Publisher