



ADVERTISEMENT POLICIES

SAAR reserves the right to reject or cancel any advertisement at any time for any reason. SAAR's acceptance of advertising is not a recommendation, endorsement or guarantee of any product or service advertised. SAAR is not responsible for the content or accuracy of advertisements. SAAR will not alter the advertisement submitted by Advertiser in any manner, including cropping or eliminating any content of disclosures.

Responsibility. Advertisers shall comply with all applicable state and federal laws, rules and regulations, including those of the Arizona Department of Real Estate. Advertisers shall assume liability for all advertisement (including text, representation and illustration) and shall assume responsibility for any claims arising there from. Advertiser will hold SAAR harmless from any liability, claim, judgment or award, including reasonable attorneys' fees and costs, arising from the content of the advertisement.

Truth in Advertising. All ads shall contain accurate claims and representations, fully state factual material, and shall not misrepresent facts or create misleading impressions. Advertising shall comply with the Federal Trade Commission truth-in-advertising rules (<http://www.ftc.gov/bcp/online/pubs/buspubs/ad-faqs.html>); i.e., advertising must be truthful and non-deceptive; advertisers must have evidence to back up their claims; and advertisements cannot be unfair.

All advertising shall be clearly identifiable as such, and distinguishable from editorial content. The word "advertisement" may be added to advertisements that simulate editorial material or do not feature obvious attribution. The advertiser may be charged for such alteration.

Ad Standards. Ads must be free of statements, illustrations or implications that are offensive to good taste and public decency. Ads must not encourage, condone or incite violence, prejudice or unlawful behavior.

Ads and the webpage they are linked to are prohibited from using any statements or illustrations that suggest SAAR endorses, recommends or guarantees any product or service.

The following types of ads are prohibited:

- Brokerage recruiting or institutional ads that might be construed as recruiting agents to leave another firm and come to work for the advertiser's brokerage firm
- Agent ads soliciting consumer or referral business
- Ads promoting tobacco, firearms, liquor, escort service or suggestive/sexual products or service

- Products/services promoting violence or prejudice
- Offensive ads or ads lacking in good taste
- Ads that misrepresent facts or create misleading impressions
- Ads that violate or promote the violation of any statute or administrative rule
- Political campaign ads (individuals only)
- Public service ads (PSAs)
- Ads that appear to promote illegal activity
- Ads that violate the trademark policies of the NATIONAL ASSOCIATION OF REALTORS® (NAR)
- Ads contrary to NAR's Code of Ethics
- Ads offensive to any individual or group of individuals based on age, color, national origin, race, religion, sex, sexual orientation or handicap
- Ads containing medically graphic illustrations or photos
- Ads containing any type of suggestive/sexual graphic

Correct Use of REALTOR® Trademark. All advertising must conform to NAR's membership mark policy (this policy can be found at www.REALTOR.org). Advertiser may be charged for alterations required to bring the advertisement into compliance.

Contract Terms. A contract must be completed and signed by the advertiser before advertisement space will be reserved. By signing the contract, advertisers agree they have read the above policies and will abide by them. Failure to abide by the above policies will result in the immediate removal of the advertisement, and no fees will be refunded. The total advertising payment is due at the time of booking, along with a completed contract.