

# POLITICAL ADVERTISING

## Requirements

1. Political advertisements will be scheduled only when the editor has approved copy for publication. All political advertising must be paid prior to copy deadline in advance of publication. Advertising deadlines for all art and copy are posted on The Martha's Vineyard Times' standard rate card. All political advertising will be charged the current run of the paper rate (no discounts apply). Political advertisements for which the charge exceeds \$50 must be paid by check (General Laws - Chap. 55, Sec. 7A).
2. The Times will accept political advertising that is not libelous, does not violate the law, and meets the newspaper's standards of fairness and good taste. In reviewing proposed political advertising copy, the editor will allow advertisers the broadest possible latitude as to content. Documentation may be required by The Times before advertising copy is approved. The newspaper will determine what constitutes acceptable documentation. The Times will accept advertisements containing copy which it considers to be controversial, provided that the advertiser or the candidate of record may be required to submit documentation satisfactory to the editor to substantiate the claims contained in the advertisement. The Times reserves the right to accept or reject any and all advertising at any time.
3. Political ads must be clearly designated "Political Advertising," as required by law, at the top of the ad, in a size no smaller than regular news type.
4. Advertisements must contain the name and address of the candidate and/or the name and address of a registered Island voter. For all political ads sponsored by an organization or committee, the name of the organization/committee and the name of an authorized representative, together with the Island address of the representative or the organization, must be included.
5. All persons whose name(s) are to appear in the ad must sign a political advertisement release form provided by the newspaper. This release will be retained by The Times. Political advertisements containing photographs (groups or individuals) require release forms to be signed by each person in the photograph.
6. For political advertisements containing a list of names (endorsers), each endorser's name must be printed in the advertisement. The individual placing the advertisement must furnish the newspaper a political advertising release form signed by each of the endorsers and including each endorser's address. Please add one additional day to the normal deadline for ads with 40 or more signatures.
7. Circulars (preprinted inserts) must show name of printer and/or publisher.
8. If a candidate refers to himself as a veteran, he or she must also declare the nation, branch of service, and dates of service.
9. The Times will not knowingly publish a political advertisement or a Letter to the Editor containing what the editor determines to be controversial copy later than the second publication day prior to the election.

For more information please refer to Chapter 56 of the Massachusetts General Laws and specifically to Sections 38-43. Here is the URL for Chapter 56, Section 38, <http://www.mass.gov/legis/laws/mgl/56-38.htm>

**Please contact your ad sales representative  
for open run of paper and/or insert rates.**

I Hereby authorize the affixing of my name to the attached political advertisement on behalf of/in opposition to a public issue under debate, or \_\_\_\_\_, candidate for \_\_\_\_\_ in the election to be held in the current year, or on behalf of, or in opposition to a question being submitted to the voters in the election in the current year.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Witness Signature: \_\_\_\_\_

Date: \_\_\_\_\_