

The SouthErneR

Advertising Policy Statement

1. It is the role of this newsletter to disseminate news from the parent organization of this region, the NMRA, as it relates and is of interest to this region; to disseminate news from around this region; to educate its members on any and all facets of model railroading; to promote model railroading conventions, activities, shows & events; and to promote fellowship & camaraderie within the region.
2. Businesses & Non-Region persons are entitled to purchase space within the publication at the rates set forth by the BOD &/or the Editor and specified in the publication's Rate Structure Box that appears on the Table of Contents page of each issue of this newsletter. Rates are organized by the size of the spaces available and for the durations time shown.
3. Region members are entitled to purchase space within the publication to advertise events, conventions, activities or fund raisers that are separate from the region's or division's events, conventions, activities or fund raisers at the same rates as Businesses & Non-Region persons.
4. The advertiser is guaranteed that the space paid for will be no smaller in size than the space purchased nor for any shorter duration of time than purchased. However no guarantee is made that the Editor and/or the BOD have to accept any advertising space applied for by anyone or any entity if they believe there is some reason not to do so or if at some date in the future it is decided by the BOD to drop paid advertising from the newsletter. Nor is any guarantee made that the quality of any ad can be any greater than the capabilities of the reproductive process used to create the newsletter and within the budget specified by the BOD.
5. Free Space can and will be given within the pages of this newsletter to promote organization events, conventions, activities or fund raisers within or in close proximity to, this region for groups, organizations, clubs, other regions and their divisions on an "as space permits" and a "per-event" basis. There is no guarantee stated here that such advertising will be guaranteed to appear within this newsletter.
6. Individual Members of this region are not entitled to any "Free Space" based on their "status" (at whatever level of membership they have attained or purchased within the organization) to promote events sponsored or organized by themselves and not connected in any way with this region other than by geography. Businesses and Non-Region persons must follow the same guidelines as Individual Members regarding same.
7. The Editor reserves the right to reject any and all advertising that does not agree with the scope of the publication, or is in poor taste or offensive to the readers of the magazine.

Editor