



Woodlawn United Church  
**NEWSLETTER ADVERTISING POLICY**  
Approved at Council: May 19, 2021  
Modified/Revised: \_\_\_\_\_

**POLICY**

**MONTHLY NEWSLETTER ADVERTISING POLICY**

May, 2021

**PURPOSE:** The Name of this policy is: *Woodlawn United Church Monthly Newsletter Advertising Policy*. The purpose of this policy is to allow for external advertising in the monthly newsletter, by way of paid advertising as outlined below. This is to ensure that any and all submissions, including advertising, meets with the Values, Ethos, and Guidelines of Woodlawn United Church. The following priorities shall be applied in all considerations for space in the monthly newsletter:

- Priority # 1: Items submitted by staff and ministries directly related to operations and activities of Woodlawn United Church, and information from WUC Committees (i.e. Chowders, Fundraisers)
- Priority # 2: Items submitted by Region 15, the United Church of Canada, or other governing bodies of the United Church, upon approval by A&M Representative and in consultation with the Woodlawn United Church staff.
- Priority # 3: Items submitted by Woodlawn United members, regular adherents, staff, and their families relating to congregational or family matters (such as celebratory greetings, blessings, baptisms, weddings, etc).
- Priority # 4: Items submitted by organizations in direct support of Woodlawn United Ministries and Activities. (i.e. Margaret's House, Phoenix House, Food Bank, etc)
- Priority # 5: Items submitted but that are not directly related to Woodlawn United Church or from organizations outside of the Church scope of operation. (i.e. community event, public events such as forums, etc)
- Priority # 6: Advertisements may be submitted by members, staff, and their families, for business purposes and printed on the reserved space for announcements on the last page of the newsletter. All advertisements must be in harmony with the values and ethos of Woodlawn United Church.

Advertisements: Business Card Size ad: \$50 per month – if commits to a full year (10 issues) \$400 per year. (We don't do a newsletter in July or August). Quarter page: \$100 per month – if commits to a full year, \$800 per year.

- All items submitted for the newsletter will be subject to editing and corrections.
- Any item that is in question as to the appropriateness of its content will be reviewed by A&M Committee.
- WUC reserves the right to remove or edit any advertisement or submission.