



# State of New York County of Broome Government Offices

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## Office for Aging

Jason T. Garnar, County Executive · Lisa M. Schuhle, Director

### *Senior News* Editorial Policy

**PROHIBITED ADVERTISING:** Due to Postal Service restrictions on bulk mail for non-profit agencies, we are unable to accept advertising for the following: purchase of prescription meds outside the United States, insurance policies, credit, debit or charge cards, travel arrangements, alcoholic beverages and retail establishments that sell alcoholic beverages as their primary commodity, tobacco products, promotion of gambling, pari-mutuel betting or games of chance, or firearm sales.

**APPROVAL OF ADVERTISING:** All advertising is subject to approval by the Senior News and the Broome County Office for Aging (BC OFA). The Senior News and BC OFA has sole discretion for determining the types of advertising and promotion that will be accepted and displayed in the Senior News. The presence of an ad in our newsletter does not imply endorsement of the advertised company or product. The Senior News and BC OFA is not responsible for the content or accuracy of third-party advertisements.

Activities sponsored by senior clubs and other senior organizations are printed on a space-available basis. The Senior News does not include editorial comments from readers.

**ADVERTISERS AND ADVERTISING:** Advertisers assume liability for all printed advertising content (text and illustrations) and also assume liability for any resulting claims against the Senior News and the BC OFA. Advertisers assume full responsibility to submit any copy changes in an approved electronic file format by each deadline date. If new copy has not been received by the deadline, the Advertiser's previous ad will be repeated as published in the previous issue.

**COMPENSATIONS:** Senior News and the BC OFA will not be responsible for any errors discovered in the ad after Senior News has gone to press and/or has been mailed.

**POSITION PLACEMENTS:** Senior News and the BC OFA reserves the right to place Advertisements on any internal page position. Ad placements are on a first-come, first-serve basis as space permits. All ad placement decisions shall be at the discretion of Senior News and the BC OFA.