

Fort Lauderdale Media Associates, Inc.

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RIO VISTA & LAUDERDALE HARBORS • HARBOR BEACH • CORAL RIDGE CC ESTATES
THE LANDINGS & BAY COLONY • LAS OLAS BOULEVARD & ISLES

Editorial Content Policy. Updated February 1, 2024.

Each of the local neighborhood association magazines we work with has a newsletter committee consisting of several association board members who determine the editorial content for their respective publication. **Their communication objective is to provide informational content of specific interest and relevance to the homeowners and residents of their neighborhood.**

As such, the following are the content items and priorities to be considered for each issue:

- a) **Neighborhood Association President's Message**
- b) **Mayor or City Commissioner Message**
- c) **Neighborhood feature article(s)** - on a civic issue, local event or whatever the Board decides
- d) **Sub-features or Guest articles** - on other civic issues & updates. Guest article by board invitation only.
- e) **Other items** – if/when editorial space is available after the mandated content from the association, we may run miscellaneous one-page 'of neighborhood interest' articles on a variety of topics such as 'Neighbors & Friends', 'Safety & Security', 'Fitness & Health', 'Food & Dining', 'Special Events', etc. Priority for these 'if space available' situations is given to submissions as shown below:
 - Neighborhood Board and Association members submissions and/or guidance;
 - Appropriate City, County or State elected officials or staff submissions and reports;
 - Non-profit organizations that have a tie-in to the neighborhood, *other than fund-raising event promotions*. NFP organization fundraising events may be offered a special 'non-profits only' ad rate as a courtesy from the association & publisher subject to space availability.
 - Advertisers who are able to submit editorial that is informative, educational and/or relevant to the neighborhood audience and is not overtly ocused on promoting the advertiser's business.
- f) **Neighborhood News & Updates** – our 'catch-all' flex-space section in which we may use shorter news releases, city informational updates and events announcements to fill editorial space as needed at the back of the magazine.
- g) **Calendar of Events (optional)** – local events listings with dates, venues and more information

Please note that under no circumstances will we solicit, offer or accept advertising contingent upon advertiser editorial participation in any of our publications. 'Advertorial' ad submissions which might be confused with editorial content are also not allowed in order to ensure the editorial content integrity for the homeowners and residents of each neighborhood.

We hope this information is helpful to you! If any questions, please contact me at 954.828.1337 or via email at publisher@fortlauderdalemedia.com.

George Mihaiu
President & Publisher