

## **SOI Advertisements Terms & Conditions**

Advertisement requests should be submitted via the “SOI Advertisement Submission Form” located on the SOI website, and can be submitted by both members and non-members.

Advertisements should include products or services that members of SOI and/or the wider Cherry Hill Orthodox Jewish community can utilize.

Advertisements may be placed in the following SOI-managed locations: electronic Newslink (weekly), print Newslink (weekly, when printed), and/or the SOI website – these placement locations are collectively known as SOI’s Advertisement Marketing Media (AMMs). Additionally, advertisements may be included in the SOI Member Directory for an additional cost, to be set as and when such a directory is generated.

Advertisement placement rates for specific durations on any or all of SOI’s AMMs are as follows:

<b>Duration</b>	<b>Member Price*</b>	<b>Non-Member Price*</b>
1 week	\$36	\$54
2 weeks	\$70	\$105
3 weeks	\$100	\$150
4 weeks	\$130	\$195
6 weeks	\$180	\$270
8 weeks	\$225	\$338
12 weeks	\$300	\$450
6 months	\$500	\$750
1 year	\$850	\$1,275

\* Payment plans are available for durations of 6 months or more.

Advertisements placed between 8 weeks and under 6 months in duration can be revised three times during the duration of the placement. Advertisements placed more than 6 months in duration can be revised six times during the duration of the placement up to one year. Additional advertisement changes may be made for advertisements placed for 12 weeks or longer at a cost of \$20 for each advertisement change.

### **Qualifications and Disclaimers**

SOI does not accept advertisements that constitute or contain personal attacks or disrespectful language, outright *lashon hara* (derogatory speech), or incendiary remarks or statements.

Advertisements should include products or services that members of SOI and/or the wider Cherry Hill Orthodox Jewish community can utilize. No political advertisements are allowed.

By inclusion of the advertisements in SOI’s AMMs, SOI does not necessarily endorse or support the content, product, or service listed, or medical or nutritional claims made, in the advertisement.

Advertisements for restaurants, food establishments, catering companies, and other food-related events must be deemed acceptable by the Senior SOI Rabbi.

If pictures of people are included in advertisements, all such images should depict modestly clad people. Additionally, SOI asks our advertisers to use pictures of both men and women in their advertisements when both men and women are mentioned and pictures are included.

SOI reserves the right to not print advertisements that are not deemed acceptable by the Communication Committee.