

Standards of Acceptance

All advertising must include:

A full company name or, if a company name is not applicable, a contact name. Ads are to consist of a clear statement and a bona fide offer, proposition or announcement made in good faith. Acceptance of advertising may be subject to business and/or Better Business documentation. CNA and individual publication reserve the right to properly classify, edit or reject advertising in compliance with state and local laws and regulations and company policies or space limitations. The following are guidelines to be used in the acceptance of advertising, but do not and are not intended to reflect all specific policies of CNA or participating publications. Advertisers must make known the name, street, city, state and phone number of the individual and organization submitting the ad order.

Ads that will not be accepted:

Advertising for surrogate mothers; advertising for work-at-home projects; ads that request money to be sent by mail up front; advertising that offers employment through a directory or catalogue; credit repair or advance-free credit card advertising; ads for 900 or 809 numbers or ads that refer callers to 900 or 809 numbers; companionship and personal ads. Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, discriminatory, defamatory, illegal, sexually suggestive or explicit, in poor taste in objectionable format or for any other cause. Advertising will be rejected if it is known or determined to discriminate based on age, race, color national origin, religion, sex or marital status except where legal restrictions prevail.

Adoption ads:

Are acceptable, with restrictions. Gender, race or religious affiliation of the desired child cannot be specified in the ad. It is acceptable to indicate the legal and/or medical, but not "all" expenses will be paid. All ads must be accompanied by a signed letter from a registered licensed agency or the legal counsel of the adoptive parent(s) stating the legality of the pending adoption.

Auction:

Advertising in all cases must include the name and state registration number of the auctioneer, a statement that the auctioneer is a "registered Wisconsin auctioneer" and a statement of the terms and conditions by which the registrant will accept payment from the buyers at an auction; the percentage or other amount of any buyer's premium or surcharge which is a condition of sale. If an auction company is not managing the auction, the auctioneer's address and telephone number must also be included. If the auction is managed by an auction company, then the name and state registration number of the auction company must also be included.

Business opportunity and investment:

Advertising must indicate the amount of ANY investment required and type of business involved as stated by Wisconsin state law. All franchise offerings must be registered with the State of Wisconsin. Multi-level marketing opportunities must state "MLM" or "multi-level marketing" in the ad.

Commercial advertising:

Must indicate that the advertising was placed by a firm or an individual engaged in a commercial enterprise by using the firm name or "broker," "agent," or some other suitable term. A distributor must include the company name for which he or she is a distributor.

Employment:

Advertising must be for a bona fide job offering and must state the nature of the work offered. Employment advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. See "Earnings Claims" below. Sales help wanted ads must state the type of product to be sold. A company name which indicates the nature of the product is acceptable.

Earning claims:

Must state if the money is from wages, salaries, commissions or direct profit from sales. When based on a commission, no statement or implication of the amount that may be earned is acceptable unless it is guaranteed and followed by the word "guaranteed." Earning claims must be based on fact and a statement of such claims must be available upon request. Statements of gross sales or net earnings are limited to those of the last accounting period.

Financial assistance:

Ads offering loans or credit are limited to companies located and licensed in Wisconsin. Notarized copy of state license must be submitted with ad copy. Any advance fee must be stated.

Food/drug:

Advertising must meet FDA requirements. Documentation is required.

Government surplus:

Ads must state that the fee will be charged.

Real estate for sale:

Advertising and other advertising must comply with "truth in lending" guidelines when offering specific financing terms. Refer to regulation z of the federal act.