

Classified Ads Publication Guidelines

The Classified Page on the Miramonte Parents' Club website is a service provided to the community, not an endorsement of any particular advertiser, service or product.

Miramonte High School Parents' Club accepts ads on the MHSPC web site to raise money for school programs and to provide information about school-related services. The Parents' Club has not evaluated the offerings of the businesses or individuals with ads on this site. The Parents' Club recommends you obtain and check references to make your own decision about the suitability of the services offered.

MHSPC cannot accept announcements that may jeopardize the Parents' Club 501(c)(3) status. For example, the Parents' Club cannot be in favor of or be perceived as favoring one candidate over another, or enrich a candidate's or elected leader's campaign fund. When politicians are scheduled to appear on campus, requests for announcements to promote such events must be reviewed and approved by the Parents' Club President and VP of Communications.

Ads must conform to the following guidelines. Interpretation of the guidelines is at the sole discretion of the Parents' Club. Any websites reached by links contained in an ad must also conform to these guidelines.

1. Confidential Information

Confidential information must not be displayed on the MHSPC Web site.

Examples:

- a. Birth date, place of birth, ethnicity, home address
- b. Social security number, credit card number
- c. Personal health information

3. Procedure:

- a. Ads submitted are reviewed and edited by the Classified Ad Manager, AdManager@mhspc.org
- b. All ads are subject to editing for space, clarity, and conformity with these editorial guidelines.
- c. Ads may not have graphical content.
- d. Ads will be categorized under one of the following headings:
 1. COMMUNITY ANNOUNCEMENTS-classes in the Community Center
 2. MATH & SCIENCE TUTORS
 3. LANGUAGE ARTS & WRITING TUTORS
 4. FOREIGN LANGUAGE TUTORS
 5. MUSIC & ART TUTORS
 6. COLLEGE ADVISING
 7. TEST PREP
 8. OTHER ACADEMIC TUTORING
 9. MISCELLANEOUS, *e.g.* stress management, time management

10. **MUST NOT** include ads in Help Wanted, Vacation Rentals, or Travel categories.

2. Submission Style, Content, Attachments:

- a. In order to ensure a consistent look at the website, all submissions must be in one of the following formats when submitted:
- b. Excel
- c. Word, Arial font/size 10, normal
- d. Upon approval, forward ads to Webmaster@mhspc.org to publish or update content on the web site.

3. Two Payment Options:

- Make checks payable to:
MHS Parents' Club
P.O. Box 171
Orinda, CA 94563

The Parents' Club Treasurer will then forward copies of the check and related correspondence to the Classified Ads Manager. The check will be held until the ad is approved for publication at which time it will be deposited.

- Make a credit card payment through the Parents' Club section on the Miramonte High School Webstore.

4. Cost for Ad:

Ad rates are calculated on a monthly basis:

First 30 words and/or 3 lines is \$10 per month;

Second tier up to 75 words and/or 8 lines is \$25 per month with a 3 month commitment.

An extra \$5/month for a second ad in another category.

A company logo can also be placed on the ad.

Annual rates: Prepay for 10 months, receive 12 calendar months.

Ads are published on or near the 15th of each month.

Contacts:

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