

The Riviera Association Advertising Policy

This Advertising Policy describes the guidelines The Riviera Association and any service provider that assists The Riviera Association in its advertising activities, uses in accepting, displaying and removing advertising on The Riviera Association web site (the "Site"). As a matter of policy The Riviera Association will sell advertising space on the Site when the inclusion of advertising does not interfere with the mission of The Riviera Association. Rivieraassociation.org , like many other web sites, receives funding and/or financial incentives from third parties in exchange for allowing them to advertise their companies, services and products, to sponsor content or programs, and/or to direct our users to their web sites. In this policy, "Advertising" includes the use of banners, sponsorship messages, promotions, and other contextual messages. The Riviera Association does not release personally identifiable data on the users of our websites or e-mail service to advertisers.

Editorial Independence

The Riviera Association recognizes and maintains a distinct separation between Advertising content and web site editorial content. The Riviera Association has complete editorial independence in creating information, text, graphics, images, tools, and other materials ("content") on the site. The Riviera Association does not allow advertisers or sponsors to influence editorial decisions in the creation or presentation of content, or to make any changes to its content.

Selection of Advertising

The Riviera Association, in its sole discretion, will determine the types of Advertising displayed on Site.

The Riviera Association acceptance of Advertising is not a recommendation, endorsement or guarantee of any product or service advertised on the Site or for the company that manufactures, distributes or promotes a product or service. The Riviera Association is not responsible for the content or accuracy of third party advertisements. In addition, The Riviera Association does not endorse or guarantee any content, material, products or services contained on or accessible through links to other Internet sites from The Riviera Association web site.

Advertising on the Site will be subject to the other policies adopted by The Riviera Association, including its [Privacy Policy](#).

Requirements for Advertising

Advertiser links to other websites cannot prevent a user from easily returning to The Riviera Association website.

All Advertising will be clearly identifiable as such, and will be distinguishable from editorial content. Any Advertising that could be misconstrued as editorial content will be clearly labeled as an advertisement.

Advertising copy must be factual and in good taste.

If advertisers post purchase prices, they can only offer products or services that are readily available for the advertised price.

Advertisements may not include offers for free merchandise or contests

All advertisements must clearly and prominently identify the advertiser by trademark, logo or signature.

The Riviera Association retains the exclusive right to determine the placement and method of display of Advertising on the Site. Pop up ads are not permitted.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless The Riviera Association, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

The Riviera Association is not responsible for incidental or consequential damage for errors in displaying an ad.

All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.

The Riviera Association reserves the right to decline any submitted Advertising or to discontinue at any time, and for any reason, the posting of any Advertising previously accepted. If The Riviera Association discontinues Advertising before the end of the contract term, it will notify the advertiser promptly of the action and will provide the advertiser with the reason for rejecting its Advertising.

The Riviera Association, in its sole discretion, will interpret and enforce this policy and all other issues relating to Advertising on this Site.

Change in Policy

The Riviera Association reserves the right to change this policy at any time by posting a revised Advertising Policy on the Site.

Compliance with Laws

It is the responsibility of the advertiser to comply with all applicable domestic and foreign laws and regulations. The Riviera Association will not monitor compliance of third party advertisers on the Site with such laws and regulations, but may promptly remove Advertising should The Riviera Association become aware of noncompliance or potential noncompliance with any of such laws or regulations or of these guidelines.

Banner Advertising Sizes and Formats

Listed below are the current Banner Sizes available to help communicate your message.

Banner Ad Size	233x60 pixels
Ad placement	on LOCAL LINKS page of rivieraassociation.org
Ad pricing	6-months for \$100.
Graphic file format	GIF or JPEG
Hyperlink type	You specify entire ad or word(s). Provide your webpage URL.

File size limit	30k
Ad changes	Ad change before 6 month expiration will require upcharge fee
Email ad to	webmaster@rivieraassociation.org

Terms

Advertising is not considered accepted and banners will not be scheduled for inclusion until payment has been received and cleared and ad graphics have been approved.

We accept credit cards and bank transfers when you place your order through our PayPal payment system on The Riviera Association web site JOIN/DONATE page, or you may mail your payment using a personal or company check or a bank or postal money order made out to The Riviera Association. Mail payment to: The Riviera Association, PO Box 41838, Santa Barbara, CA 93140