

## **HANOVER TOWNSHIP ADVERTISING GUIDELINES**

The Hanover Township (hereinafter “the Township”) will accept limited advertising in its newsletters and on its signs, banners, and posters, subject to the following guidelines:

- A. Purpose of Hanover Township Newsletters : Hanover Township’s mission is to continuously improve the quality of life of Hanover Township residents by providing a unique array of quality, cost-effective, community-based services acting as a dynamic organization that delivers services in a responsible and respectful manner. Hanover Township Newsletters provide a conduit for the flow of information between the Township and Township residents about Township programs and services.
- B. Purpose of Newsletter Advertising : The sole purpose of the Township in allowing advertising in its newsletters is to generate revenue to offset the cost of such newsletters to the Township. These guidelines for advertising are intended to establish uniform, viewpoint-neutral standards for newsletter advertising.
- C. Other Advertising : Hanover Township will allow limited advertising on Hanover Township signs, banners, and posters that promote Township events and programs. Township signs, banners, and posters allow the Township to notify Township residents of upcoming Township events and programs. The sole purpose of the Township in allowing advertising on its signs, banners, and posters, is to generate revenue to support Township events and programs. These guidelines for advertising are intended to establish uniform, viewpoint-neutral standards for advertising on Township signs, banners, and posters.
- D. Non-Public Forum : It is the policy of the Township that its newsletters, signs, banners, and posters are not public forums for political discourse or expressive activity. The newsletters, signs, banners, and posters are not intended to provide a forum for all types of advertisements, but only the limited advertisements accepted under these guidelines.
- E. Purpose of the Hanover Township Advertising Guidelines : The purpose of these guidelines is to maintain a professional advertising environment that advances the goal of generating revenue to the Township to offset the cost of Township Newsletters, and to generate revenue to support Township events and programs, and is consistent with the purpose of providing information about Township programs and services to Township residents. These guidelines advance this objective by prohibiting advertisements that create controversy, interfere with and divert resources from Township operations, would be harmful to the public generally, or would be viewed as offensive by Township residents. Such advertisements can detract from the goal of generating revenue, and are not consistent with the purpose of providing information about Township programs and services to Township residents. The Township further seeks to maintain a position of neutrality on political, social, religious, or other public issues that are the subject of public debate and concern.
- F. Excluded Advertising : Advertisements that fall into one of the following categories may not be placed in the Township’s newsletters or on Township signs, banners, or posters:

1. False, deceptive, or misleading. Commercial advertising offering premiums or gifts must not misstate their value.
2. Commercial advertising that proposes transactions which would constitute unlawful discrimination or would be illegal for a reason not permitted.
3. Advertising for firearms, ammunition, handguns, or tasers, or any article of which the possession of is prohibited by 720 ILCS 24-1(a), and as such law may be amended, modified, or supplemented.
4. Advertising that depicts weapons or devices in a manner that appears to be aimed or pointed at the viewer or observed in a menacing manner.
5. Advertising that contains obscene or offensive content. The term "obscene" shall have the same meaning herein as in 720 ILCS 5/11-20(b), and as such law may be amended, modified, or supplemented.
6. Advertising that depicts or promotes the sale of alcohol, tobacco, or any illegal product or service.
7. Advertising that supports or opposes the election or nomination of any candidate or group of candidates for any public office, including any federal, state, judicial, or local government offices.
8. Advertising that is political in nature or contains political messages, including advertising involving political or judicial figures and/or advertisements involving an issue that is political in nature, or that opposes or supports the passage of any law, ordinance, levy, or bond issue.
8. Advertising that contains Township graphics or representations without the express written consent of the Township.
9. Advertising depicting nudity, sexual conduct, or sexual excitement. The terms "nudity," "sexual conduct," and "sexual excitement" shall have the same meanings herein as in 720 ILCS 5/11-21(a) and as such law may be amended, modified, or supplemented.
10. Advertising that portrays graphic violence, such as through the depiction of human or animal bodies, body parts, or fetuses in states of mutilation, dismemberment, disfigurement, or decomposition.

11. Advertising that tends to disparage, demean, degrade, or ridicule any person or group of persons on the basis of a person's race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital status, or parental status, military discharge status, source of income, and any other protected class under Illinois or Federal law.
12. Advertising, or any material contained in it, which is libelous or an infringement of copyright or trademark, or is otherwise unlawful or illegal, or likely to subject the Township to litigation.
13. Advertising that constitutes an unauthorized endorsement, defined as advertising that implies or declares that the Township endorses a product, service, viewpoint, event, or program. This definition does not include advertising for a service, event, or program for which the Township is an official sponsor, co-sponsor, or participant.
14. Advertising that promotes infidelity, escort services, or adult-oriented products or businesses.

G. Permitted Advertising : Advertisements that fall into one of the below categories may be placed in the Township's newsletters or on Township signs, banners, and posters.

1. Commercial advertising that has as a sole purpose of promoting a business or to sell products, goods, or services. However, commercial advertising that both promotes a business or offer to sell products, goods, or services and also conveys a political message or can be construed as an issue of advocacy or which expresses an opinion or position, is not permitted under this paragraph.
2. Governmental Advertising from governmental entities specifically created by government action and that advances specific government purposes.

H. Administration and Enforcement of the Guidelines : The Township shall have the right to reject any advertising that it deems to not be in full compliance with these guidelines.

1. The advertiser or publishers shall provide the Township Administrator, or his or her designee, with a draft newsletter, containing all proposed advertisements, two (2) weeks prior to the publication of a newsletter or posting of the sign, banner, or poster.
2. The Township shall advise the advertiser or publisher of whether all proposed advertisements comply with these guidelines one (1) week prior to the publication of a newsletter or posting of the sign, banner, or poster. The Township may consult with legal counsel at any time during the review process.

3. An advertiser or publisher shall incorporate a copy of these guidelines into any contract or agreement made with a potential advertiser for a Township newsletter or sign, banner, or poster.

I. Adoption of Advertising Guidelines : The Hanover Township Advertising Guidelines have been adopted by the Supervisor and Township Board of Trustees on August 6, 2013. Any modification to the policy must be approved by the Supervisor and Township Board of Trustees.

J. Severability: If any section, paragraph or provision of these Guidelines shall be held to be invalid or unenforceable for any reason, the invalidity or unenforceability of such section, paragraph or provision shall not affect any of the remaining provisions of these Guidelines.