

## Paid Advertising

Paid advertising should adhere to the communication, marketing and public relations goals of the library.

Paid advertisements will be placed by the library to

- adhere to state statute or conform to other legal requirements;
- recruit appropriate personnel;
- create awareness of library services, materials or programs;
- advertise a special event or service;
- announce a significant change at the library; or
- celebrate a commemorative event for the library.
- promoting an event sponsored by the Foundation of the Indian Trails Public Library District

Advertisements may be placed in publications where awareness of the library is deemed significant, appropriate and vital to the presentation of public services provided to library district residents.

Paid advertisements will not be placed in publications or media

- benefiting organizations located outside of the library district;
- sponsored by a social, fraternal or partisan organizations; or
- sponsored by for-profit organizations.

The library does not accept paid advertisements for inclusion in its publications, but will consider in-kind advertising with municipal entities located within the library's district for mutually beneficial goals.

Paid advertisements will be placed at the discretion of the communications manager in keeping with the library's goals.