

ADNet / 2x2 Standards of Acceptance

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 participating newspapers.

1. Advertisements offering or soliciting children for adoption will be accepted only with certification from a lawyer stating the applicant(s) are being represented and understand the legalities of Virginia adoption laws and a licensed agency stating the applicants are qualified. No adoption ads will be granted through an individual without proper documentation. Advertisements offering or soliciting services for surrogate mothers will not be accepted.
2. Work-at-home advertisements may not be accepted in all newspapers. Advertising that offers employment through listing publications must state that there is a fee and that it is a listing.
3. Employment advertising must be for a bonafide job offering and must state the nature of the work offered. Earning claims must be based on fact, and a statement of such claims must be available on request. Sales help-wanted ads must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is guaranteed wage and is followed by the word "guaranteed." Advertising for jobs that require the successful applicant to make an investment must contain wording "investment required," or "private contractor" must be included in the ad. The investment may be in the nature of purchasing or paying a deposit on a sales kit, etc.
4. Advertisements claiming bad-credit repair/fix credit or similar programs will not be accepted. Name of company will be required in ads when offering any loans or mortgages.
5. Business-opportunity and investment advertising must indicate the type of business to be invested in and/or the amount of investment required. All franchise offerings must be registered with the Virginia Office of Consumer Protection.
6. Any advertising which offers specific financial terms must comply with truth-in-lending guidelines. The law states that if you mention one "triggering term," (amount of down payment, amount of any payment, number of payments, amount of finance charge) you have to mention all of them. Some statements, though, are too general (no down payment, easy monthly payments, financing available, etc.) and do not trigger additional disclosure. For additional information on this issue, log on to the Federal Trade Commission's Web site at <http://www.ftc.gov>.
7. Advertising for surplus government property must be stated as a listing and must state that there is a fee.

8. Advertising for weight-control, health and diet products must have FDA approval. All-natural products will be accepted.

9. Advertising will be rejected if it is known or determined to discriminate based on disability, family status, marital status, race, color, national origin, religion, sex or age except where expressly permitted by law.

10. Advertisements offering dating services must complete a form available at Virginia Press Services.

11. 1-900 numbers will not be accepted.

12. Automobile ads must meet all state DMV requirements.

13. VPS does not accept legal notices into the classified network.