

**North Suburban Library System Advertising Policy**  
**May 6, 2009**

To further our mission to offer a wide variety of programs and services to help enhance the power of libraries, the North Suburban Library System (“NSLS”) will accept commercial advertising under the following guidelines:

1. It is the policy of NSLS that NSLS's websites are not a public forum for First Amendment purposes, and that all advertisements on the NSLS websites must be commercial in nature.
2. To the fullest extent possible, such advertising must be aesthetically pleasing and conducive to the NSLS's public purpose.
3. Examples of advertising that will be refused under these guidelines include, but are not limited to, the following:
  - a. Advertising that is unlawful, obscene or indecent, or contains explicit messages or graphic representations pertaining to sexual contact or offensive levels of sexual overtone, innuendo or double entendre;
  - b. Advertising of hygiene products of an intimate personal nature, including contraception products;
  - c. Advertising concerning products or services with sexual overtones, such as massage parlors, escort services or establishments featuring X-rated or pornographic movies;
  - d. Advertising containing foul or offensive language;
  - e. Advertising concerning controversial public issues that may adversely affect the NSLS's performance of its public mission;
  - f. Advertising advocating violent action or imminent lawlessness;
  - g. Advertising that is harmful to children, either emotionally or physically. For purposes of these guidelines, "harmful to children" means language or pictures that (i) depict or describe sexual contact or nudity, (ii) make use of foul language, (iii) depict or describe violent physical torture, destruction or death of a human being, (iv) depict or describe criminal activity in a way that tends to glorify or glamorize that activity and that, with respect to children under the age of 18 years, has a tendency to corrupt. For purposes of these guidelines, "of a nature to frighten children, either emotionally or physically" means pictures or language that depict or describe violent or brutal activities, whether such violence or brutality was intended or not, in a manner that causes children under the age of 18 years either physical or emotional distress, or fear for the child's personal safety or for the safety of others;

- h. Advertisements by political candidates for public office and advertisements concerning public ballot issues;
  - i. Advertising for firearms or for alcohol or tobacco products, or for any gambling or lottery;
  - j. Advertising that is false, misleading or deceptive;
  - k. Advertising that infringes on any copyright, trade or service mark, or legally protected title or slogan;
  - l. All advertising must be clearly labeled as such on NSLS websites and must be kept separate from any editorial content. The advertisement, company logos or other advertising images must be displayed in such a way that they clearly are not part of the NSLS site content. Advertisements must not resemble NSLS website content;
  - m. Advertisements and/or links to products and/or services that violate these guidelines;
  - n. Advertisements containing links to Internet sites that contain malicious software that may be uploaded and/or downloaded to the Internet user's computer, including but not limited to, spyware, adware, malicious pop-ups and/or viruses;
  - o. Advertisements must not solicit or collect, or appear to solicit or collect, any personal identifiable information from persons or entities accessing NSLS websites without clear and specific notification to such persons or entities;
  - p. No advertisements are permitted that lead to a website destination from which the user cannot return to the NSLS website by clicking the "back" button on the user's browser; and
  - q. No advertisements are permitted that lead to the launching of stand-alone video/audio players or otherwise display content outside the standard browser window, or that result in the launch of multiple browser windows.
4. At its discretion, NSLS may publish short articles in its weekly e-newsletter about a particular company or service that NSLS thinks may be of interest to NSLS members. The presence of such an article does not imply endorsement of the featured company or service and the company or organization featured must not suggest that NSLS has endorsed that company's product or service.
5. Persons wishing to commercially advertise on any of NSLS's websites must abide by these guidelines as amended from time to time, and must also complete NSLS's Advertising Agreement attached to this Advertising Policy as Exhibit A.

6. NSLS will accept advertising from individuals if NSLS determines that the advertising in question specifically relates to the content or purpose of any of NSLS's websites.
7. NSLS reserves the right to reject, cancel or remove at any time any advertisement from NSLS's websites that is not in full compliance with NSLS's advertising guidelines as amended from time to time.
8. NSLS reserves the write to determine the placement of the advertisement on NSLS's web sites.
9. These guidelines are subject to change at the discretion of NSLS at any time.