



**Olivenhain Municipal Water District (OMWD)
Advertising Guidelines for the “Watching Water” newsletter:**

1. Types of Advertisements Accepted - Olivenhain Municipal Water District will only accept advertisements that are related to the water, wastewater, recycled water, landscaping, conservation, energy generation and parks/recreation industries. Any requests for exceptions shall be submitted in writing to the General Manager of the District and may, in the General Manager’s sole discretion, be brought before the Board of Directors for approval. All advertisements must be approved by the District, in its sole discretion. The District is not obligated in any manner to accept advertisements and may decline any advertisement not approved by the District.

Advertisements approved by the District will be on a first come-first served basis. No guarantees are made about the availability of space. Previous advertisement in the District’s newsletter shall not guarantee future space nor shall it grant any company or product any priority for future newsletters.

2. Pricing (on a per issue basis) is as follows –

- ~~\$150.00~~ \$75.00 for 3 ½”W x 2 ½”H
- ~~\$300.00~~ \$150.00 for one quarter page
- ~~\$600.00~~ \$300.00 for one half page
- ~~\$1000.00~~ \$500.00 for full page (these will only be sold on rare occasion)

3. OMWD Does Not Endorse Products - Under no circumstances will OMWD’s acceptance of an advertisement be considered an endorsement of the product(s) advertised or the company that manufactures it. Olivenhain Municipal Water District will not endorse any products nor will it make any statements regarding the use, value, or recommendation of any products. Advertisers shall be solely liable and responsible for the accuracy of all information contained in their advertisements.

4. Updating this Policy: OMWD reserves the right to revise this policy periodically in its sole discretion. Updates will be posted on the website.

Cancellation: OMWD reserves the right to decline or cancel any advertisement at any time.

Goals: The primary goal of this advertisement program is to generate income for the District to offset the production and mailing costs of the customer newsletter “Watching Water” and/or “Pure Excellence.” A secondary goal is to inform our customers of water, wastewater, landscaping, conservation, energy generation and parks/recreational products or services that are available to them. The District intends to emphasize conservation products, xeriscaping products, and water saving products or services through this advertisement program.