

## Minneapolis Area Association of REALTORS® Advertising Policies



MINNEAPOLIS AREA Association  
of REALTORS®

MAAR has no obligation to run any advertisement unless the advertising copy and all of its components (including illustrations, claims, photos, etc.) have first been reviewed and accepted by MAAR. MAAR reserves the right to reject or revise all copy submitted, or to cancel advertising at any time. Advertising shall also be subject to all other policies adopted by MAAR.

Advertisers shall comply with all applicable state and federal laws, rules and regulations. All advertising ads shall contain accurate claims and representations, fully state factual material and shall not misrepresent facts or create misleading impressions. Advertising shall comply with the U.S. Antitrust law and Federal Trade Commission truth-in-advertising rules; i.e., advertising must be truthful and non-deceptive; advertisers must have evidence to back up their claims; and advertisements cannot be unfair. All advertising shall be clearly identifiable as such, and will be distinguishable from editorial content.

MAAR's acceptance of advertising is not a recommendation, endorsement or guarantee of any product or service advertised and MAAR is not responsible for the content or accuracy of advertisements.

MAAR will refrain from accepting ads from some companies/individuals and refusing ads from others promoting the same type of product/service, without an objective, non-competitive basis to do so.

MAAR, in its sole discretion, will interpret and enforce this policy. Further, MAAR reserves the right to change this policy at any time without notice.

### Who may advertise with MAAR?

Advertising opportunities are open to members and nonmembers alike.

### What types of ads are not accepted at MAAR?

- Ads promoting:
  - tobacco
  - firearms
  - liquor
  - escort services
  - suggestive/sexual products or service
- Products/services promoting violence or prejudice
- Offensive ads or ads lacking in good taste
- Ads that misrepresent facts or create misleading impressions
- Ads that violate or promote the violation of any statute or administrative rule
- Ads that appear to promote illegal activity or activity that REALTORS® are prohibited from engaging in
- Ads that recruit agents
- Ads that discuss real estate commissions, fees and payouts
- Ads that violate the trademark policies of the National Association of REALTORS® and the Minneapolis Area Association of REALTORS®
- Ads offensive to any individual or group of individuals based on age, color, national origin, race, religion, sex, sexual orientation, or handicap
- Ads containing graphics promoting violence or prejudice
- Ads containing medically graphic illustrations or photos
- Public service ads (PSAs)
- Political campaign ads
- Ads containing any type of suggestive/ sexual graphic
- Other categories of ads as determined on a case-by-case basis