

Fair Trade Magazine Advertising Policy and Guidelines

Last updated: August 2014

Ads within Fair Trade Magazine should contribute to and be consistent with the overall reader experience.

Advertising content must not compete with the CFTN's mandate to foster relationships, knowledge, sharing, and action to advance fair trade in the interest of civil society in Canada.

Ads may not promote a business model or practice that is deemed by the CFTN in its sole discretion to be unacceptable or contrary to the *Fair Trade Magazine's* advertising guidelines or to any applicable law.

Ads must clearly represent the company, product, service, or brand that is being advertised, and must be relevant and appropriate to the product or service being offered and the audience viewing the ad.

Ads must not contain false, misleading, fraudulent, or deceptive claims or content.

Ads may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.

Advertisers must ensure that their ads comply with all applicable laws, regulations, and guidelines.

Ads must not contain or promote illegal products or services.

These guidelines are not intended to serve as legal advice and adherence to these guidelines does not necessarily constitute legal compliance. Advertisers are responsible for ensuring that their ads comply with all applicable laws, statutes, and regulations.