

## ADVERTISING GUIDELINES

1. All commercial advertising must be truthful. False, deceptive or misleading commercial advertising is not permitted. All advertising must comply with all applicable laws and regulations.
2. Advertising containing copy and/or art which is legally obscene or sexually explicit is not permitted. Copy and/or art which portrays violent acts or other graphic violence, including the depiction of bodies, body parts, and fetuses which are in states of mutilation, dismemberment, disfigurement, and/or decomposition is not permitted. Advertising for tobacco and/or alcohol beverage products is not permitted.
3. Advertisements promoting contests must comply with all applicable laws and regulations. The contest sponsor must indemnify the MTD from any claim or legal action against the MTD involving any contest advertisement placed in the MTD system.
4. If an advertisement contains a testimonial then, upon request, the sponsor shall provide to the MTD documentation that the person making the testimonial has authorized its use in the advertisement. The sponsor shall indemnify the MTD against any legal action by any person quoted or referred to in any testimonial advertisement placed in the MTD system. Such indemnity shall be in the form and substance acceptable to the MTD.
5. Illustrations or references which encourage persons to refrain from using safety precautions are not permitted.
6. Commercial advertising offering premiums or gifts must not misstate their value.
7. Use of MTD graphics, explicit MTD references or representations, or indirect references to the MTD in advertising are subject to approval by the MTD.
8. Advertisements containing issue advocacy or political advocacy are not permitted, except for advertisements by or on behalf of specific political candidates, which must contain the following statement: "Paid Political Advertisement. No CUMTD endorsement implied."
9. No implied or declared endorsement of any product or service by the MTD is permitted.
10. Advertisements advocating or proposing transactions which would constitute unlawful discrimination, or which would be illegal for any other reason, are not permitted. Advertisements which are directed to inciting or producing imminent lawless or discriminatory action and which are likely to incite or produce such action are not permitted. Advertisements containing profanity, defamatory or inflammatory statements directed at any individual or group, including but not limited to statements referencing a person's or people's race, color, sex, age, religion, disability, national origin, ancestry, sexual orientation, marital or parental status, military discharge status or source of income, are not permitted.
11. Prior to installation, the camera-ready artwork and copy must be submitted to the MTD for approval, based on these guidelines.
12. The MTD reserves the right to reject or remove any advertising which it deems not to be in full compliance with these guidelines. The MTD's Managing Director or his designee shall make the final determination as to whether such advertising meets the guidelines.