

**Community Happenings** is a weekly bulletin board provided free of charge to area organizations seeking promotion for recruiting volunteers, programs or fundraising events. The ads are limited to organizations which derive all revenue from grants, donations and fundraising events.

**GUIDELINES:**

- MUST be a non-profit organization, as declared by the Internal Revenue Service.
- MUST provide the *Longview News-Journal* with your organization's non-profit tax number (i.e., 501(c)(3), 509(a)(2), etc.), along with the *Community Happenings* Submission Form. (Effective January 2009)
- All proceeds from event/program must benefit a non-profit organization.
- MUST be open to the public.
- MUST appeal to a large portion of the community and our readers.
- Your request must be made in writing via print or email at least 3 weeks prior to the event/program.
- All ad information should be received 2 weeks prior to publication of the ad.
- Ads will be printed in black and white ink only. The value of each ad is \$160.05 (effective August 1, 2009).
- Ad information should be emailed to [ldavid@longview-news.com](mailto:ldavid@longview-news.com) or [esuttin@longview-news.com](mailto:esuttin@longview-news.com).
- Your ad should be used to promote awareness of the work of your charitable agency, including specific performances, fundraising events, campaigns or volunteer training sessions.
- The ad cannot mention other sponsors or businesses participating in the event/program. The ad is meant to highlight your organization.
- Event organizer must agree to ensure that all work and services at event location(s) shall be performed in accordance with all applicable laws, including health and safety laws and regulations to provide a safe environment for event workers and the public.
- LNJ will determine the run schedule for ads which will be based on submission criteria and available space.
- We will not run thank you ads in this space.

**PLEASE NOTE:**

Ads running in *Community Happenings* must meet the above criteria. Because every request cannot be accepted, eligible ads are run on a first come, first serve basis. **Due to space limitations and the large number of requests received, organizations are limited to advertising an event in *Community Happenings* up to two (2) times per month. The *Longview News-Journal* reserves the right to modify any ad run schedule if it proves to be necessary to the page or to fulfill sponsorship commitments.**

If a proposal is not accepted, you will be notified and encouraged to contact our Advertising Department for information on our special charity advertising rates.

**Once the *Longview News-Journal* commits to placing an ad in *Community Happenings*, please keep the following information in mind:**

- The agreement does not include guaranteed news and/or editorial coverage. Decisions on news coverage are made by the newsroom, not the Marketing Department. To request coverage, contact Adam Holland, City Editor at 903-237-7738.
- The *Longview News-Journal* reserves the right to not run a donated ad in *Community Happenings* at anytime.

**I have read the above guidelines, and understand that failure to comply with them may jeopardize publication of the ad.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**For questions, please contact Lynda David at 903-232-7272 or by email at [ldavid@longview-news.com](mailto:ldavid@longview-news.com).**

**Submission and Guidelines forms must be mailed to:**

**Longview News-Journal / Attn: Lynda David / P.O. Box 1792 / Longview, TX 75606**

**Forms can also be faxed to: 903-232-7204**