



Advertising Policies

WHNA Advertising policies have been established to ensure fair and consistent application of the policies to all advertisers. The Advertising Manager is the primary point of contact for all advertising. In the event of an advertising dispute the WHNA Executive Committee will have the final word.

Policies established within this document apply to printed advertising in the Highlighter and any future advertising on the website or in the electronic newsletter.

Advertising policies and rates must be approved by the WHNA Board.

Advertising Content

WHNA accepts ads for legitimate services, retail businesses, and for events of local interest. It does not accept ads that are political or promote a particular political candidate, promote unlawful activities, are sexually explicit, or come from organizations with a clear bias or prejudice against a particular group. WHNA reserves the right to refuse to publish an advertisement.

Decisions about advertising content are made by the Advertising Manager in collaboration with the Highlighter Editor, Webmaster or Communication Committee Chair. In the event of disagreement, the WHNA Executive Committee will make the final decision.

Eligible Advertisers

Any legitimate business or organization can advertise. Advertisers must have a business name, street address and phone number. Advertising is not available to businesses whose only address is a PO Box.

When there are more advertisers than available space, ad priority is given in this order:

1. Businesses that have paid in advance
2. Washington Heights businesses (retail and resident owners) *
3. Businesses that are members of the association
4. Non-resident businesses

* Includes all ads from businesses within the boundaries of WHNA including those on the opposite side of the border streets of North Ave., 18th St. and 19th St. In addition, it includes businesses operated from a resident's home and those that operate outside of the area but are owned by area residents.

Community Page ads are limited to WHNA residents, members or businesses located in the Washington Heights area.