

Pine Hollow Homeowners Association Policy

Title: Free Advertising in the Newsletter

Revision: 1

Purpose:

The purpose of this policy is to establish a guideline for the Trustees and Newsletter Committee to use when various organizations request free advertising of activities in the newsletter, either hardcopy or electronic including but not limited to the Pine Hollow Distribution List E-Mails or the Pine Hollow Tidbits. The Board recognizes that these organizations support family oriented activities and should be supported.

Policy:

General

At its discretion, the Pine Hollow HOA Board or Newsletter Committee may choose to seek additional information about the purpose of the organization to ensure compliance as an eligible organization. All interpretations of the requirements concerning eligibility are solely within the discretion of the Pine Hollow HOA Board.

All efforts will be made to honor requests for free advertisement in the newsletter by eligible organizations. However, the number of honored requests will be limited to what can be printed in the hardcopy newsletter without increasing the costs of publication and distribution. Those requests that could not be filled will be given priority in the next hardcopy newsletter or in the electronic newsletter so that all organizations have an equal opportunity to advertise for free.

Advertisements for political campaigns, political issues, political action committees or candidate endorsements shall not be allowed in the newsletter

The Pine Hollow HOA Board or Newsletter Committee, at their sole discretion, has the right to change, eliminate or refuse any advertisement that is considered offensive, any advertisement that is not family-child oriented or any advertisement may jeopardize the charitable status of the Pine Hollow HOA. The Pine Hollow HOA bears no liability for information in the advertisement including errors or omissions.

Eligible Organizations

Organizations in the United States must be designated by the Internal Revenue Service as a non-profit, tax-exempt public charity under Section 501c(3) of the IRS code or as a publicly supported charity under Section 509(a) of the Internal Revenue Code. The following youth organizations and activities/events would also qualify for free advertising:

- Youth athletic organizations, including, but not limited to, baseball, swim team, soccer, football, cheerleading; or
- Girl Scouts; or
- Boy Scouts; or
- Other approved youth organizations as the Pine Hollow Board determines is eligible; or
- Events sponsored by a governmental entity such as, but not limited to, the City of Pearland.

Ineligible Organizations

- Institutions affiliated with religious, political or fraternal organizations.
- Private operating foundations
- Alumni Associations
- Organizations that discriminate on the basis of race, sex, color or creed
- Political Action Committees (PAC's)

Guidelines

1. Ads must be submitted via e-mail to the appropriate member in the format specified by the newsletter committee.
2. Ads are not proofed for content and will be printed as submitted
3. Ads must be submitted at least two (2) weeks prior to publication of the newsletter

**PRESIDENT'S
AND
SECRETARY'S**

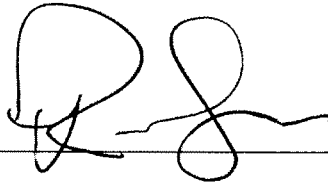
CERTIFICATION: The undersigned, respectively being the President of the Pine Hollow Homeowners Association, a Texas nonprofit corporation, certifies that the foregoing policy was approved and adopted by the Board of Directors of the *Association*, at a duly called and held meeting of the Board of Directors of the *Association* on this

19th day of APRIL (month), 2010

and in witness thereof, the undersigned has subscribed his/her name.

PINE HOLLOW HOMEOWNERS ASSOCIATION
a Texas non-profit corporation,

By:



_____, President

Attested:

Jenny Horvath, Secretary