

# **White Clay Bicycle Club Policy**

## **Member Advertising in the Tailwind**

### **Established**

November 2002

### **Purpose**

Establish written policy addressing what type of advertising is permitted under the benefits of membership.

### **Policy**

WCBC members are permitted free advertising in the Tailwind by submitting a classified ad to the Tailwind Editor. The classified ad must be cycling related and the length of the ad must be 50 words or less. Multiple classified ads are permitted, provided each ad is for a separate item or subject; and sufficient layout space is available in the Tailwind issue. One or all of the following must approve ads in question: Tailwind Editor, Ad Coordinator, President or Executive Committee.

### **Discussion**

Solicitation of donations for charity rides is permitted under the classified ad, provided it is 50 words or less, in length. Any classified ad larger than 50 words, is considered an advertising ad and will be charged the current Tailwind advertising rate.

### ***DEFINITIONS***

**Charity Rides** - Any ride or event that is held for the purpose of soliciting funds for a particular cause.

**Cycling Related** - Any bicycle, bicycle part, bicycle clothing or cycling related activity.

**Member(s)**- Any person who has paid dues or has met the club's membership requirements.