



THE VOICE OF KANSAS MASONRY

THE KANSAS MASON

A Publication of the Most Worshipful Grand Lodge of Ancient Free and Accepted Masons of Kansas

THE OFFICIAL PUBLICATION OF THE GRAND LODGE OF KANSAS

ADVERTISING GUIDELINES

These Guidelines set forth standards that govern *Kansas Masons* relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that *Kansas Mason* must maintain its editorial integrity and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction from our readers and other interested parties.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print publications of *Kansas Mason* and its Digital Properties, which include www.kansasmason.org and all related mobile and app extensions (hereinafter "*Kansas Mason*") and consistent with Bylaw 2-124F of the Laws of Kansas Masonry.

1. The *Kansas Mason* is the voice of Blue-Lodge Masonry in Kansas and is the official publication of the Grand Lodge of Kansas. Because the *Kansas Mason* is subsidized by the Masons of Kansas, many of whom are not members of any appendant body, the focus of the magazine is necessarily oriented towards the Blue-Lodge.
2. *Kansas Mason* will not allow any relationship with an advertiser to compromise editorial integrity.
3. All advertising content must be clearly distinguishable from editorial content. To that end, *Kansas Mason* will label an advertisement with the word "Advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

4. Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines. While the content of advertising does not necessarily reflect the views of *Kansas Mason* or its editors, if it comes to the attention of *Kansas Mason* that an ad, in our opinion, contains demonstrably false or unlawful content, *Kansas Mason* will refuse or remove the ad in whole or in part.
5. *Kansas Mason* may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *Kansas Mason* brand.
6. Although *Kansas Mason* will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising *Kansas Mason* will not accept are the following:
 - Advertising that *Kansas Mason* believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive.
 - Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
 - Advertising that *Kansas Mason* believes includes hateful or violent text advocating against any individual, group, or organization.
 - Advertising that *Kansas Mason* determines to be inflammatory.
 - Advertising that *Kansas Mason* determines represents a personal attack against an individual, country, or organization.
 - Advertising that *Kansas Mason* believes will undermine the intellectual integrity, authority, and character of its mission and brand.

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of The Grand Lodge of Kansas Council of Administration (COA). *Kansas Mason's* editors will not be involved in deciding whether to accept or reject specific advertisers.

Kansas Mason may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within *Kansas Mason* for any period of time.