

West Walker Wire Advertiser & Sponsored Content Policy

The West Walker Neighborhood Newsletter supports local businesses and values the partnerships we build with advertisers. To maintain a fair and community-focused publication, the following guidelines apply to all advertisers and contributors. *Submitted articles will be considered advertisements and are subject to current advertising rates.*

Advertising Opportunities

Local businesses are welcome to advertise in the West Walker newsletter to reach neighborhood residents. Advertising helps support the continued production and distribution of the newsletter.

Advertising options may include:

- Display advertisements
- Business directory listings
- Sponsored content (see below)

Rates and placement opportunities are available upon request.

Sponsored Articles & Business Contributions

Local businesses may submit **educational or community-focused articles** that provide value to neighborhood residents. Examples include:

- Seasonal home or garden tips
- Health and wellness information
- Neighborhood safety advice
- Community event highlights
- Informational content related to professional expertise

Articles should focus on **helpful information rather than direct promotion.**

Business Mentions Require an Advertisement

If a submitted article includes **any reference to the contributor's business**, including:

- Business name
- Products or services
- Promotions or special offers
- Contact information

- Website or social media links

The contributor **must purchase an advertisement for their article**.

This policy ensures fairness for all advertisers and helps maintain the editorial integrity of the newsletter.

Editorial Guidelines

To maintain quality and relevance for residents:

- Articles should generally be **300–500 words**
 - Content must be **informational and community-focused**
 - The editorial team reserves the right to **edit submissions for clarity, length, and style**
 - The newsletter may **decline submissions that are overly promotional or not aligned with community interests**
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Disclaimer

Advertising in the West Walker Newsletter does not constitute endorsement by the West Walker Civic Association or newsletter editorial team.

Questions or Submissions

For article submissions, or questions about these guidelines, please contact:
west_walker_wire@yahoo.com

For advertising rates, please contact:
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