



Veterans of Foreign Wars of the United States  
Stewart-Wendell Post 3904  
PO Box 184  
Rockport, Texas 78381

July 11, 2022

From: Katy Jackson, Commander, Stewart-Wendell Veterans of  
Foreign Wars of the United States Post 3904

Subj: Advertising Policy

As an integral part of the operations of Stewart-Wendell VFW Post 3904 (The Post), providing space for advertising serves two purposes. First is providing an avenue for local businesses and persons to advertise their products and services. Second is a way to generate income for the Post to be used to serve veterans and the community. This policy is on public view at the Post or may be read and/or printed at

[www.vfwpost3904.com/blog/advertising-policy](http://www.vfwpost3904.com/blog/advertising-policy)

General Policy

**Advertising via any means with the Post does not constitute an endorsement from the Post, District 6 VFW Department of Texas, VFW Department of Texas and/or the VFW.**

No advertising will be accepted for publication/display which violates the purposes of the VFW. See Appendix A for these purposes.

Advertising must comply with local, state and federal law.

Final approval of all advertising is with the Post Commander and his/her successors. There is no avenue for appeal.

Advertising Policies

The below is not an exhaustive list.

Prohibited/Inappropriate Content

Counterfeit Goods, recreational drugs (chemical or herbal), psychoactive substances, drug paraphernalia, explosive materials, anything of a sexual nature, anything which infringes upon copyrights or trademarks, hacking software or instructions, fake documents, academic cheating services, bullying, intimidation, discrimination in any form, hate group paraphernalia, cruelty to animals, sale or trade of endangered species, profanity, etc.



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#### Deceptive Advertising

Omitting or obscuring charges, fees, interest rates, penalties, contact information. Offering products or services which are not available. Misleading or unrealistic claims.

#### Politics

No political advertising will be allowed in any advertising format at the Post or its publications. The exception to this prohibition is advertising to vote generically (no party or candidate affiliations), local polling place information including dates, times and locations and information for mail-in voting.

#### Newsletter Policy

The Stewart Wendell Dispatch is a monthly publication generated by members of the Post. Along with the Advertising Policies stated above, there will be no advertising in the Dispatch for individuals buying or selling products or services (garage/estate sales, modes of transportation, cleaning services, lawn care services, animals, etc.). This policy does not apply to a single person doing business as a company (except animals). Pricing and sizes are stated below. Advertiser must provide camera ready ad copy and ad copy/changes need to be submitted camera ready, 14 days before publication.

#### Interior Bulletin Board

The Bulletin Board located in the Post is available for posting of individuals selling or buying products or services and advertising as stated in the Newsletter Policy. Advertisements can be no larger than 8.5"x11" and are free. The advertisement can be posted for up to four weeks. The Post Commander and his/her successors can remove any item on the Bulletin Board at any time.

#### Interior Electronic Advertising

There will be internal Electronic Advertising in the future. This policy will be updated when the service is available.



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External Electronic Sign Advertising

The electronic sign outside the Post is available for advertising. The policies are the same as above. Please contact the Post Commander for any further questions. Rates available upon request. Advertiser provides ad copy 7 days before posting.

Other Advertising Opportunities

If an advertiser has an advertising idea not covered above, contact the Post Commander at [3904Commander@gmail.com](mailto:3904Commander@gmail.com).

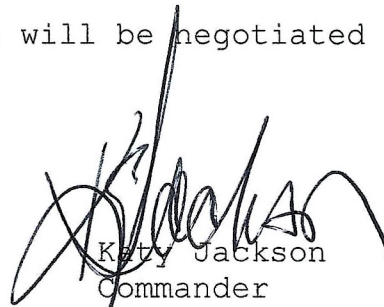
Advertising Fees

Advertising in the Stewart Wendell Dispatch (newsletter):

Business Card sized (black & white/color)  
One month \$5/\$6, six months \$25/\$30, one year \$50/\$60.

Two Business Cards sized (one on top the other) sized (black & white/color)  
1 month \$10/\$11, six months \$50/\$55, one year \$100/\$110

Other advertising pricing will be negotiated upon request.



Katy Jackson  
Commander  
Stewart-Wendell  
VFW Post 3904

Attest:



Stacey D Andrew  
Adjutant/Quartermaster



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APPENDIX A

Congressional Charter of the Veterans of Foreign Wars of the United States (as amended):

Sec 230102 - Purposes.

The purposes of the corporation are fraternal, patriotic, historical, charitable, and educational, and are:

1. To preserve and strengthen comradeship among its members;
2. To assist worthy comrades;
3. To perpetuate the memory and history of our dead, and to assist their surviving spouses and orphans;
4. To maintain true allegiance to the Government of the United States, and fidelity to its Constitution and laws;
5. To foster true patriotism;
6. To maintain and extend the institutions of American freedom; and
7. To preserve and defend the United States from all enemies.