



smartmoves ADVERTISING POLICY

Advertisements accepted for placement in the *smartmoves* magazine, change of address email confirmation, website, outserts or direct mail must adhere to the following guidelines:

1. Canada Post has no obligation to run any advertisement from a Participant unless the advertising copy and all of its components (including illustrations, claims, photos, etc.) have first been reviewed and accepted by Canada Post. Acceptance of such advertisements will not be unreasonably withheld by Canada Post. Advertisements that are considered objectionable, contain sexual material, are unsuitable for family audiences or appear fraudulent will not be accepted, at the sole discretion of Canada Post.
2. Advertisements must avoid misleading claims and otherwise comply completely with the *Competition Act*. Canada Post may, at its discretion, ask that all claims made in an advertisement be proven to Canada Post's satisfaction.
3. Advertisements that have been accepted and are later found to be objectionable or fraudulent will be removed from inclusion in the *smartmoves* Program. Participant will not receive a refund on advertisements that are considered by Canada Post to be misleading or fraudulent. Fraudulent advertisements include, but are not limited to, advertisements that offer a product or service that is not delivered, advertisements in which claims are made which cannot be substantiated or are exaggerated; advertisements that mislead people into buying something other than the advertised product or service.
4. All advertising must be clearly different in style from an editorial, or the advertisement will be marked "Advertisement" at Canada Post's discretion. Advertising should in no way suggest that a product or service has the endorsement of the *smartmoves* Program, Canada Post or its editorial department. Under no conditions will placement of advertising be contingent upon the publication of an article.
5. All advertising must be prepaid by the specified advertising deadline(s).
6. Rates listed on Canada Post's rate card or quoted by a *smartmoves* Program authorized advertising sales representative are not guaranteed for future advertising purchases unless a written agreement is entered into Canada Post and the Participant.
7. No refunds will be given after the applicable advertising production start date of the *smartmoves* magazine, change of address email notification, website, outsert or direct mailing.
8. Canada Post assumes no liability for errors in advertisements submitted. The Participant and its authorized representative(s) assume full liability for all content (including text, translations, claims, illustrations, words, trademarks or other copyrighted matters) in their authorized advertisements.