



## **CONTENT GUIDELINES**

Hotspots Media prides itself on being the leading voice of the LGBT community in Florida. As such, we have a vested interest in ensuring our content meets standards established by federal law and a code of conduct that is suitable for general audiences. While we are very proud to serve our community, Hotspots circulation is uncontrolled meaning that anyone can pick up a copy of our publications at literally hundreds of distribution points throughout the state from coffee shops and retailers to restaurants and night clubs not to mention online. Our goal is to ensure that we put our community in its best possible light by reserving the right to reject content that is deemed too provocative or inappropriate. While we do not want to act as a censor, we find ourselves having to ask certain advertisers to modify their content from time to time as some readers and fellow advertisers may find it offensive. Don't get us wrong, we encourage creativity and provocation, we simply ask that you follow a few basic guidelines as you develop your advertising strategy. We hope that the following points will help you better understand what fellow advertisers find acceptable and even more importantly, what is not... **WHAT WORKS-** Thought provoking ads with a high degree of intrigue and key visuals that stimulate the senses. Your creative message should be clear and focused on the primary objective. Remember less is often more in advertising. If you have multiple messages, consider compartmentalizing your ad or using multiple pages for larger events or offers. In this age of social media, your ad will also be seen online and through our apps on mobile devices by tens of thousands of prospective customers so avoid clutter and too much "noise" in your message. Also, try to remember to have a 'call to action' in your ad. Ask for the order; give a prospect a reason to visit your place of business. After all, what good is a great deal or event if we forget to ask your intended audience to participate?

### **WHAT DOES NOT WORK**

Inappropriate language or key visuals.

Offensive graphics and too much visual clutter.

### **UNACCEPTABLE CONTENT**

- Nudity unless artistic in nature that conceals genitals and/ or buttocks.
- The showing of any hair in the pubic region.
- The touching of the genital area in any fashion.
- Models posing in obvious sexually provocative positions or suggesting sexual activity.

- Certain words or expressions are unacceptable. While we are hesitant to list specifics, perhaps the best we can suggest is to avoid direct expletives describing a sexual act or referring to sexual genitals. Here is where you can get creative with your message through the power of persuasion and sensuality.

Again, we encourage you to use your best judgment when developing your creative message. While we believe in freedom of expression, Hotspots Media reserves the right to refuse to run advertising that may be deemed to be offensive or inappropriate for general circulation. If you are uncertain about your content, please do not hesitate to contact your Account Executive or call our main office. We're always happy to help!