

## Una Sancta Foundation

# Guidelines for Placement of Advertisements in Una Sancta

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1. The Foundation carries responsibility for all advertisements. Advertisements are lodged in writing with Una Sancta's typist who performs the necessary typing work before passing the material on to the EIC <sup>[1]</sup>. The typist/EIC shall accept an advertisement only if it complies with the rules below. In case of doubt or dispute the typist/EIC shall refer the prospective advertiser to the Foundation's representative nominated for this purpose.

2. Guidelines:

Besides personal advertising (births, engagements, marriages, anniversaries and deaths) general commercial advertising is acceptable provided -

- i. the material offers a real service to Una Sancta subscribers,
- ii. the contents of the commercial advertisement does not in anyway detract from or challenge the stated purpose of Una Sancta
- iii. satisfies the following conditions:
  - a. Any material that conflicts with or challenges the 'Scriptural way of life' is not permitted. The examples listed below are not exhaustive.
    - vacancy for a bar-maid
    - Christmas dinner at a city hotel
    - participation in Sunday activity of a kind that may be considered to clash with what we confess in LD 38
    - products or services that may be considered 'worldly', e.g. television, beauty treatments, secular entertainments, etc
  - b. Any material which seeks to draw anyone away from the service of the Lord in the Free Reformed Churches is not permitted. Examples include:
    - evangelist speaking in the town hall
    - invitation to worship elsewhere than the Free Reformed Churches
    - invitation to participate in an interdenominational activity
  - c. Material seeking financial support for worthwhile interdenominational causes such as MERF <sup>[2]</sup> and MAF <sup>[3]</sup> may be accepted for publication provided the copy meets all other rules and is submitted and is shown to be authorised by a subscriber member of the Free Reformed Churches.
  - d. Any material which would compete with or endanger the viability of any of the organisations within the Free Reformed Churches is not permitted.
    - advertisement seeking teaching staff
    - advertisements promoting aged care other than the FRC <sup>[4]</sup> aged care organisations

- political, social or other organisations that have parallel organisations within the Free Reformed Churches
- e. As Una Sancta is distributed on the Lord's Day any advertising that would tend to draw the readers thoughts into weekday business is not acceptable. Examples include:
- material that invites the reader to immediately 'phone or write in response. (This requirement may preclude mention of the cost of an article or service.)
  - price lists
  - photographs or art work that is overly prominent

A general advertisement telling the reader the whereabouts of someone's nursery, second-hand car yard, or funeral parlour with some general information in modest language is likely to be acceptable.

- f. The contents of any advertisement must be modest and dignified. This requirement excludes advertising employing 'sales pitch', emotive language and other suchlike appeals to our debased human nature.
- g. Any advertisement submitted which has the potential to cause offense to readers, or may have cause to undermine any legitimate spiritual action by the churches, is not permitted. For example:
- Personal or business advertisements which are submitted by a recently withdrawn or excommunicated member of the church if this can be seen to minimise the seriousness of their actions.

### 3. Size of Advertisements

The preferred size for ads offering services that are purely business (e.g. sale of music cassettes, flowers, storage and removals, travel, etc) is one quarter of a page.

The preferred size for ads that are typically closely identified with the magazine (e.g. teacher vacancy, the bookshop, organ recital, etc) is half a page. A full page ad is generally permitted only if there is space after everything else has been given a place. Exceptions are ads announcing family affairs like marriage anniversaries and death notices.

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[1] EIC = Editor in Chief

[2] MERF = Middle East Reformed Fellowship

[3] MAF = Mission Aviation Fellowship

[3] FRC = Free Reformed Church