

www.TheTravelAuthority.com Advertising & Promotions Policy

The following guidelines have been established by TTA, Inc. and its affiliates, hereafter TTA, to govern various aspects of Advertising on www.TheTravelAuthority.com, hereafter SITE. For these purposes, "Advertising and Advertisements" include banner, button, and contextual Advertising, Sponsorship Messages, and Promotions. These regulations govern issues such as acceptance of Advertisements and Promotions by TTA, the manner of display of Advertisements and Promotions on SITE, and the removal of Advertisements and Promotions from SITE. TTA has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with Advertising and Promotion on SITE. TTA may change this policy at any time in its sole discretion by posting a revised policy to SITE.

1. TTA has sole discretion for determining the types of Advertising and Promotion that will be accepted and displayed on SITE, and under no circumstances shall TTA's acceptance of any Advertisement be considered an endorsement of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes such product(s) or service(s).
2. The only advertising organizations that may appear on SITE are those named as Preferred Vendors for TTA (list to be provided upon request.)
3. TTA will not accept Advertising that, in TTA's opinion, is not factually accurate and in good taste. TTA will not permit at any time the placement of any Advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap.
4. Advertising must not be related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency.
5. Advertisers must only offer products or services which are readily available for purchase at the advertised price (with noted tax and delivery fees). The Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content will be clearly labeled as Advertising.
6. TTA recognizes and maintains a distinct separation between Advertising content and editorial and decision-making content. All Advertising content on SITE shall be clearly and unambiguously identified as such, and TTA will not run any Advertising on SITE which is not so identified. Additionally, TTA retains the right to dictate the form and substance of all editorial content appearing on SITE.
7. TTA retains the exclusive right to determine the way in which any and all search results for specific information by keyword or topic are displayed on SITE. TTA may display search results based on monetary incentives provided by Advertisers.
8. TTA reserves the right to reject, cancel, or remove at any time any Advertising from SITE for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. TTA also reserves the right to determine the appropriate placement of the Advertising on SITE.
9. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. TTA will not monitor compliance with applicable laws and regulations. However, TTA reserves the right to review all Advertising for compliance with applicable laws and regulations and, if TTA becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, TTA may remove the Advertising.
10. No Advertising shall be permitted which may injure the good name or reputation of TTA or SITE.

If you have any questions or comments, [Contact Us](#) anytime.