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EDITORIAL MISSION AND ADVERTISING POLICY

Living with Energy in Iowa is a monthly magazine published by the Iowa Association of Electric Cooperatives exclusively for the use and enjoyment of the members of Iowa's local electric cooperatives. The editorial mission of *Living with Energy in Iowa* is to inform these consumers about issues involving cooperatives and electricity usage and to build loyalty between these consumers and their cooperatives.

The content of *Living with Energy in Iowa* is authoritative, yet friendly, and every issue includes:

- Stories reflecting the benefits of buying electricity from an electric cooperative.
- Information to help members use energy efficiently, wisely and safely.
- Features on Iowans whose work, businesses or hobbies will be of interest to the general readership.
- Articles on local, state and national electric utility industry issues.
- Regular columns offering information families can use to improve their daily lives or just have a little fun.

No advertising pages will be sold within the editorial well of the magazine, and advertising pages normally will be limited to 40 percent or fewer of the total pages in any issue. In keeping with the magazine's editorial mission, the management of *Living with Energy in Iowa* reserves the right to decline any advertising it deems in poor taste or unacceptable. Among the products and services not suitable for advertising are:

- Non-electric primary heating sources using natural gas, liquefied petroleum gas, fuel oil or any other substitutes for electric energy. This restriction does not include renewable energy products such as geothermal heating and cooling systems, wind turbines or solar panels.
- Non-electric appliances in direct competition with electric appliances that perform similar functions. This restriction does not include renewable energy products.
- Satellite television equipment and distribution systems, unless sold through electric cooperatives.
- Bottled alcoholic beverages. (*Note:* This category does not prohibit advertising from businesses such as Iowa wineries that produce and sell bottled alcoholic beverages.)
- Tobacco and tobacco products.
- Travel and insurance services not offered as a special benefit to electric cooperative members. All ads in this category must include the language "Exclusive offer for Iowa's electric co-op members" (or similar wording, as approved in advance by the magazine's staff).
- Financial services such as investment opportunities or credit card offers. (*Note:* This category does not prohibit advertising from banks or credit unions.)
- Anything offered or promoted as "FREE," where in reality a consumer must pay a postage, handling, shipping or service charge in order to receive the product or service.
- Any unlawful item.

Advertisements that are primarily text in nature – or ones designed to copy or simulate the graphic design of the magazine – must be clearly labeled at the top, center of the advertisement with the word "ADVERTISEMENT." This applies to all advertisements one-third page or larger.

This Policy applies to *Living with Energy in Iowa* magazine, as well as to all local electric cooperatives producing a Custom Edition or inserting a newsletter in the magazine. Published advertisements are not an endorsement of any product or service by this magazine, the Iowa Association of Electric Cooperatives or any Iowa-based local electric cooperative. Product, service delivery and satisfaction are the sole responsibility of each advertiser.