

Dayton Advertising Club
Standards for Membership
Adopted by the Board of Directors
July 28, 2004
Effective July 28, 2004

The Dayton Advertising Club (DAC) will open its membership to persons of all races, creeds, and places of national origin.

This code sets out the general standards which members of the (DAC) are asked to observe. To qualify for and maintain membership in the (DAC), a member must:

- A. Be involved with or work in the advertising, marketing, graphic arts, PR, or related industries.
- B. Pay the appropriate membership fees as set by the DAC.
- C. Agree to the policies and procedures established by the DAC.
- D. Maintain an ethical approach to both personal and professional conduct.
- E. Strive to uphold the integrity of the DAC and the advertising industry by adhering to the Advertising Ethics and Principles set forth by the American Advertising Federation (AAF).
- F. Members shall abide by the Truth in Advertising Plan and all established advertising guidelines.
- G. Members shall abide by all local, state and federal laws and regulatory agencies.
- H. Members must use the appropriate channels for leveling challenges.
- I. Any member who does not conduct himself/herself in an appropriate professional manner, or engages in any activity deemed inappropriate and unprofessional will be dealt with by the board of directors and could result in forfeiture of membership.
- J. The board responds to and assists in resolving any complaints made to the DAC board, AAF, Better Business Bureau (BBB) or to state or local Consumer Protection Agencies (or other such agencies).