



Advertising Guidelines

1. Publisher's Notice

This publisher's notice should be printed at the beginning of the real estate advertising section. May also include local and state protections:

All real estate advertised herein is subject to the Federal Fair Housing Act, which makes it illegal to advertise "any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin, or intention to make any such preference, limitation, or discrimination." We will not knowingly accept any advertising for real estate which is in violation of the law. All persons are hereby informed that all dwellings advertised are available on an equal opportunity basis.

2. Logotype specifications



Size of Ad	Size of Logotype in inches
½ page or larger	2 x 2
1/8 page up to ½ page	1 x 1
4 column inches to 1/8 page	½ x ½
Less than 4 column inches	use Equal Housing Opportunity slogan

Logo is available at <http://www.hud.gov/library/bookshelf15/hudgraphics/fheologo.cfm>

3. Equal Housing Opportunity Statement:

All publishers of real estate advertisements should provide a printed copy of their nondiscrimination policy to each employee and officer. All publishers should post a copy of their nondiscrimination policy in a conspicuous location wherever person place advertising.

We are pledged to the letter and spirit of US policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.



METROPOLITAN ST. LOUIS EQUAL HOUSING OPPORTUNITY COUNCIL

Guidelines for Words and Phrases in Advertising

Unacceptable Words

Able-bodied	Colored	Membership approval required	Not handicapped accessible
Adult living	Couple	Must be able to live independently	Not suitable for disabled
Adult community	Couples Only	Must be employed	One child
Adults only	Empty Nesters	Near church / temple	One person
Adults-only pool	English speaking only	Newlyweds	Oriental
African	Ethnic neighborhood	No children	Physically fit only
Agile	Healthy only	No kids	Polish
Asian	Hispanic	No alcoholics	Puerto Rican
Bachelor	Indian	No blind	Quiet building
Black(s)	Irish	No migrant workers	Quiet tenants
Board approval required	Integrated	No play area	Singles
Caucasian	Jewish	No SSI	US citizens only
Chicano	Latino	No wheelchairs	White, white only
Chinese	Married	Non-drinkers	
Christian home	Mature Couple or individual preferred		
Christian preferred			

Words to be Used with Caution

Active	Females (shared living only)	Older person(s)	Seeking same
Bachelor pad	Males only (shared living only)	Prestigious	Seniors
Desirable neighborhood	Man / men only	Private	Sophisticated
Exclusive	Mother-in-law suite	Quality neighborhood	Woman/women only
Executive		Restricted	
		Retired / retiree(s)	

Acceptable Words

Accessible	Great for families	No alcohol	School district
Bedrooms (# of)	Handicap accessible	No drugs	Security provided
Children welcome	Jogging trails	No smoking	Senior housing (if applicable)
Credit check required	Kosher meals available	Nursery	View of
Equal Housing Opportunity	Luxury townhouse	Nursing home	Walking distance to
Families welcome	Master bedroom	Playground	Wheelchair accessible
Family Room	Near park	Private drive	
Fixer upper	Near public transportation	Private entrance	
Fourth floor walkup	Neighborhood name	Quiet neighborhood	
Gated community	Nice	Rare find	

This list is to be used as a guide only and is not an exhaustive list of words used in real estate advertising. Words used in a context other than envisioned here may be found discriminatory if they express a preference, limitation or discrimination based on one's race, color, religion, national origin, gender, familial status or disability, or if they violate additional protections based on local or state ordinances.