

## **Russellville Advertising and Promotion Qualifying Web Sites to be Linked from discoverrussellville.org**

1. The Advertising and Promotion will post any qualifying tourism links on the links page of discoverrussellville.org.
2. You may not link to or be linked to discoverrussellville.org from any web site or web page containing materials that:
  - Infringes or otherwise violates any copyright, trademark or other intellectual property right
  - Is libelous, defamatory or invasive of any right of publicity, private or other personal right
  - Is misleading or inaccurate or constitutes false or deceptive advertising
  - Is obscene, indecent, harassing, discriminatory (age, gender, ethnicity, religion, disability, etc.) or otherwise objectionable at the sole discretion of the Advertising and Promotion Commission.
  - Violates any applicable law, rule or regulation
  - Disparages, or reflects negatively upon the Arkansas Department of Parks and Tourism
3. The Mission statement for the Russellville Advertising and Promotion is to advertise and promote the City of Russellville and its environs. To increase occupancy, revenues and visitation in Russellville's hotels, restaurants, meeting facilities and businesses. All links should be related to this mission statement and should not be for the use of personal businesses advertising.

All questions should be sent to [Cgraham@russellville.org](mailto:Cgraham@russellville.org)

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