



IACC Advertisement Policy

The purpose of this advertisement policy is to document the protocol of publishing any advertisement from the Islamic Association of Collin County (IACC) located at 6401 Independence Parkway, Plano, TX 75023. The advertisement can be electronic or other media.

IACC General Advertisement Policy

Our advertising policy outlines the standards and procedures for advertising activities undertaken by IACC. It ensures ethical, legal, and effective advertising practices that align with our organization's values, identity, and regulatory requirements.

Scope

This policy applies to all employees, contractors, and partners involved in creating, planning, and executing advertisements on behalf of IACC.

Key Components

- **Ethical Standards and Legal Compliance:** All advertising materials must be truthful, non-deceptive, and comply with relevant laws and regulations.
- **Approval Process:** All advertising content must be reviewed and approved by IACC Shura or Shura designee.
- **Advertisement Time:** Advertisement time is not necessarily guaranteed during Jummah khutbahs, Taraweeh, and Iqama times.

Guidelines

- Logistical Standards:
 - Ad Sizes:
 - Standard display Rotunda: Large-format 53-inch (approx. 119× 66)
 - Outdoor display: 640 x 380
 - File formats:
 - Images: JPG, PNG
 - Video: MP4
 - Image Resolution: 300 dpi minimum
 - Video Resolution: 1080p minimum
 - File size limits:
 - Images: 25 MB Maxx
 - Video: 100 MB Maxx
- Content Restrictions:
 - Advertisements should be free of pictures of people and must respect the sanctity of the masjid and its environment.
 - **Timely Messaging:** Promotions shouldn't be out of date.

- **Accurate Messaging:** Advertisers should not lie or make unsubstantiated claims.
- **Restricted Content:** Prohibited content includes violence, substance abuse, sexual content, and discriminatory content.

Ad Review Process

- All advertisement requires review and approval from IACC Shura or Shura designee
- Advertisements must be submitted to shura@planomasjid.org at least 10 days prior to the intended display date.
- The typical turnaround time for ad review is 7 business days.
- IACC Shura reserves the right to reject ad content or pull ad from display without notice.
- If an ad is rejected, the advertiser will be notified with the reason for rejection. The advertiser may be allowed to revise and resubmit the ad, subject to Shura's discretion.
- Contact IACC at (972) 491-5800 or info@planomasjid.org for questions about ad submissions.