

USC TROJAN FAMILY MAGAZINE

ADVERTISING GUIDELINES

BUSINESSES NOT ACCEPTED FOR ADVERTISING (PRINT AND DIGITAL)

- Guns, ammunition and related products and services
- Marijuana and related products and services
- Tobacco and related products and services
- Drug companies
- Hard liquor
- Dating services
- Political campaigns
- Other higher education institution that offer degrees/programs also offered by USC

ADVERTISING TYPES PROHIBITED BY OUR MAILING PERMIT

We mail using a US Postal Service Nonprofit Marketing Mail permit. Under this permit, we cannot advertise for the following services:

- Credit, debit, or charge cards or similar financial instruments or accounts (unless they are specifically designed for donors/supporters of USC)
- Insurance policies (unless they are specifically designed for donors/supporters of USC)
- Travel arrangements (selling any arrangement including all of the following -- transportation, accommodations and a destination -- is prohibited, unless specifically designed for donors/supporters of USC)

Additional information about these mailing rules may be found in [USPS Pub. 417](#).