

## The Fair Housing Act in plain English

By law, media, ad agencies, and advertisers must comply with relevant provisions of the Fair Housing Act. Here, in simple language, are clear, HUD-approved explanations of those provisions.

A large portion of the fourth edition of the *Fair Housing Advertising Manual* is dedicated to clarifying the word and phrase list that is printed in color on the back page. That list includes red (avoid), yellow (use with caution), and green (use freely) words and phrases, and the text of the manual categorizes and describes all of these in detail. The manual also covers the use of human models in advertising and how Fair Housing Act provisions apply to them.

Also detailed in the manual are the requirements concerning the Equal Housing Opportunity slogan, logo, and statement in display advertising for rental and real estate property; requirements for and wording of the Publisher's Notice, which must be included in real estate sections of all newspapers; and requirements and cautions related to miscellaneous advertising offers and practices.

Two instruction kits are available, which include the *Fair Housing Advertising Manual* and a 16-page set of competency tests to aid in educating newspaper and agency advertising staff as well as real estate professionals.

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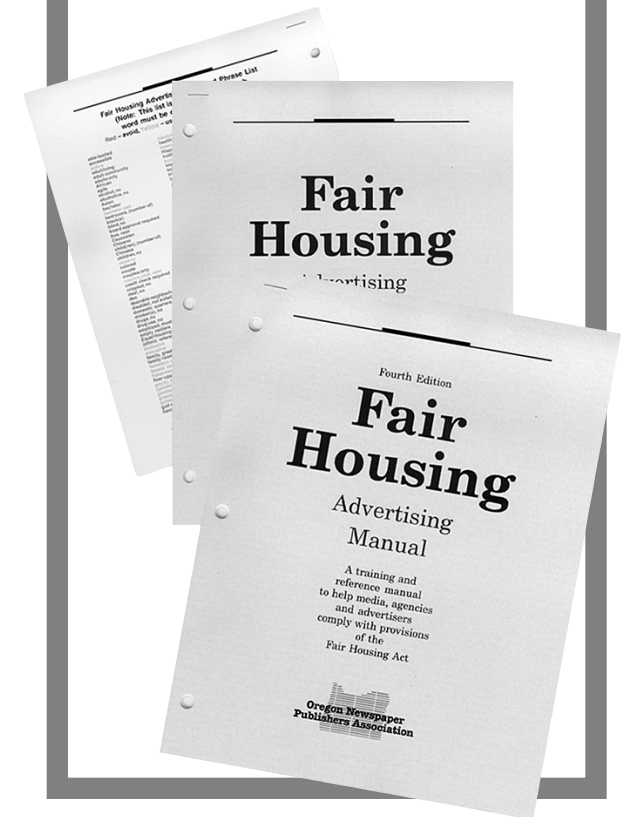
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is pleased to offer the

# Fair Housing Advertising Manual

Fourth Edition



Printed on recycled paper

*What is the Fair Housing Act and how does it affect newspapers?*

*The Fair Housing Act protects individual rights in obtaining housing, and its provisions cover the sale, rental, and lease of most housing in this country. The Fair Housing Act also mandates that newspapers (and all other media) must enforce its provisions.*

*“It is unlawful to make, print or publish, or cause to be made, printed, or published any notice, statement, or advertisement with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status, or national origin, or an intention to make any such preference, limitation, or discrimination.”*



# ORDER FORM

## Fair Housing Advertising Manual

### PRICING

**Fair Housing Advertising Manual, Fourth Edition . . . . . \$10\***

\*Volume pricing: 20-99 copies, \$9 each; 100+ copies, \$8 each

The 32-page HUD-approved manual details relevant provisions of the federal Fair Housing Act and includes a color word-and-phrase card and reproducible copies of the Equal Housing Opportunity symbol.

**Oregon Supplement . . . . . \$2**

The 12-page supplement explains additional Oregon state laws related to fair housing issues.

**Instructor's Kit for Newspapers . . . . . \$35**

Kit includes one Fair Housing Advertising Manual (with color word-and-phrase card), 10 copies of the 16-page competency test set (eight 2-page variations) with answer key, and 25 brochures that briefly explain Fair Housing Act regulations for staff and clients.

**Housing Professional's Training Kit . . . . . \$35**

Same as the Instructor's Kit above, but includes only one copy of the 16-page competency test set (eight 2-page variations) with answer key.

**Postage and handling charge** for orders weighing up to 5 pounds is \$5.75; orders over 5 pounds will be charged accordingly. **All prices are subject to change.** Orders will be filled while supplies are available. Please allow 2 to 4 weeks for delivery.

### FAIR HOUSING ADVERTISING MANUAL ORDER FORM

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\_\_\_\_\_ Housing Professional's Training Kit(s) at \$35 each

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