



Code of Ethics

As a member of MFCP, I hereby pledge myself and the organization which I represent to:

- Observe the highest standards in all business transactions, and to avoid the use of any and all unfair business practices.
- Advertise and publish only such circulation and distribution figures as can be satisfactorily substantiated.
- Advertise and publish current advertising rates and furnish rate cards to any legitimate business firm upon request, quote no rate which cannot be earned by any or all advertisers, and not engage in the practice known as “double billing”.
- Subscribe fully to the copyright principle and respect the copyrights of others to the same extent which we expect others to respect our own copyrights.
- Not knowingly permit the use of any false titles, confusing technical data, descriptions, misleading or inaccurate terms or claims in any advertising copy.
- Maintain a spirit of friendly cooperation and assistance towards our fellow craftsmen and extend a helping hand wherever possible.
- Continually endeavor to raise and enhance the quality level of our profession. Maintain a dignity of manner in our craft and the services connected with it, in the appearance of our places of business, and in all other forms of public contact.
- Agree that all of the following actions specifically constitute unethical business practices as applied to all publishers and all publications and editions thereof, paid or free, which are a part of the publisher’s organization:
 1. Deliberate setting of advertising rates below cost.
 2. Making of false statements regarding circulation.
 3. Requiring advertisers to purchase space in combination only.
 4. Charging rates not available under the same terms to all advertisers.
 5. Double billing.
- Recognize and subscribe to the authority of the Officers and Directors of MFCP in all matters of interpretation of this Code of Ethics.
- Agree to cooperate fully in any investigation by the Board of Directors, or any duly appointed Ethics Committee of this Association, of any alleged instance of unethical conduct.

Firm Name _____

Signature _____ Date _____
(Must be signed by president, publisher, or principal officer)

Please return this signed form with application.