As a condition precedent to membership and as a condition for the continuation of membership, each member of American Business Press, Inc., agrees:

1. To hold uppermost the interest of its readers, firm in the knowledge that devoted service to readers is the key to effective service to advertisers.

2. To publish no editorial material either as a consideration for advertising or in return for monetary or other consideration; and further to publish no advertising material which simulates the publication's editorial content without clearly and conspicuously identifying such material as a message paid for by an advertiser.

3. To maintain absolute editorial independence from advertisers, from government, or from sources other than the publisher.

4. To vigilantly and forcefully fight for the constitutional right of freedom of the press.

5. To practice and encourage the highest standards of journalistic and publishing ethics; to strive constantly for honest and effective presentation of all news and articles; to refrain from infringement of the trademarks and copyrights of others.

6. To submit each publication to regular circulation audits conducted by an independent, non-profit, tripartite auditing organization, and to encourage similar auditing practices by all publications of whatever type.

7. To make available to advertisers, advertising agencies and other interested persons or organizations, a complete listing of all the prices which a publication charges for all units of space, including but not limited to preferred or specified positions, colors, bleed, inserts, etc., as well as the terms of payment thereof; and to afford no advertiser an opportunity to purchase such space at a rate more advantageous than is available to any other advertiser.

8. To refuse knowingly to accept advertising which is untruthful, misleading, deceptive or in bad taste, or which unfairly disparages or attacks the goods, prices, services or advertising of any competitor or any other industry.

9. To promote and sell its own publications solely on their merits.

10. To employ no advertising or personal selling methods on its own behalf which are untruthful, misleading or deceptive, or which unfairly disparage other publications or advertising media.