

# Advertising Guidance

## **Impermissible words/phrases (because there is a preference for a protected class or a limitation against a protected class):**

- Adults only/No children
- No Wheelchairs/No handicapped people
- Must be 18
- Whites only (or any race)
- Any statement regarding a protected class (such as nationality, race, religion, gender, presence of children, age, etc.)
- Great for young couple
- Words and phrases used in a discriminatory context should be avoided, e.g. “restricted, exclusive, private, integrated, traditional”
- Symbols or logotypes which imply or suggest any protected class
- References to real estate location made in terms of racial or national origin significant landmarks or neighborhoods
- Words or phrases used locally or regionally which imply or suggest a protected class
- Location descriptions using names of facilities which cater to a particular racial, national origin, or religious group, such as country clubs, private schools, or facilities which are used exclusively by one sex

## **Words/Phrases we discourage:**

- Perfect for a family
- Perfect retirement home

## **Additional information:**

- The protected classes under the Davenport Civil Rights Ordinance are age, race, creed, color, sex, sexual orientation, marital status, national origin or ancestry, religion, disability, gender identity or familial status.
- Be aware of selection of media outlets and media locations: Do not use publications that are typically read by members of only one or a few protected classes, or distribute advertising (flyers, billboards, etc.) in areas heavily concentrated by persons of one or just a few protected classes. Use publications and media locations which are calculated to reach *all* individuals in the market area.



## **Davenport Civil Rights Commission**

226 W. 4<sup>th</sup> Street  
Davenport, Iowa 52801  
563-326-7888

563-326-7959 (TTY) 563-326-7956 (fax)  
[www.cityofdavenportiowa.com/civilrights](http://www.cityofdavenportiowa.com/civilrights)

