

Our Ad Policy

Fifth Estate Collective

1972

A problem of continual concern at the Fifth Estate is where to draw the line on exploitative advertising—because we believe that all advertising for Capitalistic ventures is exploitative. Advertising G.M. or Ford helps to perpetuate the capitalist economy, the exploitation of the factory workers, etc. Beer and wine are tranquilizers that help people to forget the problems of our society. Movies often condone the sexist attitudes of our times. Head shops exploit the youth culture by offering various trinkets, gadgets and other odd items at outrageous prices.

So where do we draw the line?

In the past, we have made errors in judgment on allowing some especially obnoxious ads to be printed (Oui Magazine, the nude figure in the Cam T-shirt ad, etc.) We apologize to any readers that have been offended.

A few months ago, we initiated the Fifth Estate Sustainers Fund, among other reasons, to help ease the financial burden so that we would not be forced to take obnoxious ads in order to stay in business. This has been a great help to us, but has not completely solved the problem. We are still forced to choose among the evils and to find the advertising which is least offensive but still pays the bills. We would really like to run no ads, but that is currently out of the question.

Making the choice of which ad is least offensive is all very subjective. On our staff alone, no one agrees which ads are least exploitive and offensive.

So, again, where do we draw the line?

After a year of indecision, we have come to realize that there is no way in which we can screen ads to make sure that they do not rip-off or offend our readership. All we can do is to screen individual ads and make sure what is printed does not appear to be offensive. The policy, effective immediately, will be to check the words and pictures on ads sent to us—with the hopes that we will be pure, but still be able to pay the rent. Your comments are needed to make the policy work.



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