

STATEMENT INSERTS

Section 1. PURPOSE

The Bedford Regional Water Authority (“Authority”) mails billing statements to the majority of the Authority customers on a regular basis. The Authority recognizes the benefit of periodically including informational inserts with the billing statements. This policy governs how the Authority handles statement inserts that are sent to its customers.

Section 2. CONTENT

- A. Any inserts related to Authority business will take priority over inserts requested by outside entities.
- B. The Authority has sole discretion on the approval of content shown on the inserts. A copy of the final proposed insert must be approved by the Authority at least 10 business days before the insert can be distributed into the Authority’s billing statements.
- C. The Authority does not offer nor guarantee exclusivity within each billing statement. There may be times when multiple entities place competing inserts in the same billing statement.
- D. Community event advertising is accommodated whenever possible.
- E. Political advertisement, commercial sales promotions, religious, controversial, and for-profit advertisements will not be approved for inserts.
- F. The Authority is not responsible in any manner for any missed delivery, defect, or incorrect insertion of an insert into our billing statements.

Section 3. FINANCIAL

- A. The entity requesting the inserts will be required to pay the Authority the full cost of printing, cutting, and stuffing the inserts into the statement mailings prior to the statements being mailed.
- B. The addition of the insert cannot increase the mailing weight of the bill; the cost of postage must not increase due to the addition of the insert. This typically equates to being able to add one letter size sheet (8.5”x11” paper), or up to three 1/3 letter size sheets (8.5”x3.67”).

Section 4. REVISIONS

- A. This policy was approved by the Authority’s Executive Director on November 7, 2013, effective November 22, 2013.