**ATTACHMENT F-1: PRINT ADVERTISEMENT INSTRUCTIONS**

The Developer or Marketing Agent should prepare advertisements in accordance with the template provided by the Agency *(see Attachment F-2 or F-3).* The advertisements should be placed in the Real Estate section of the newspapers and other media, as cited in the Marketing Plan. All published advertisements must be legible or the Developer/Agent will be required to re-advertise at their expense.

1. Content of the advertisement must include:
   1. Name and location of the project, the agencies involved, the number and size of units, rents or estimated sales prices, qualifying income ranges, and other eligibility criteria that apply.
   2. Information on utilities included in rent and those that are the responsibility of the tenant.
   3. A statement that rents and income limits are subject to change, and that asset limits may apply.
   4. A statement that recipients of Section 8 and other qualifying rental subsidies are not subject to minimum income limits.
   5. A statement describing how persons may submit their applications online using [NYC Housing Connect](https://housingconnect.nyc.gov/PublicWeb/) and Post Office location to submit completed applications (approved by the Agency).
   6. An address, Marketing Agency name and instructions to request paper applications and translated advertisements, in all required languages.
   7. Amenities with any applicable fees and a rendering of the project, if available.
   8. The deadline date (provided by the Agency) for submission of completed applications, and a statement that online applications must be submitted by the deadline date and paper applications must be postmarked by the deadline date. For full marketing, the deadline date is at least 60 days after the date the advertisement is published on Housing Connect; modified marketing advertising periods may be shorter. The deadline date cannot fall on a weekend or holiday.
   9. Applicable logos, including Fair Housing and accessibility (see footer) and those of HPD, and other agencies (e.g., HUD, HCR, NYCHA). Names of associated agency leadership and elected officials and the Housing Connect website ([NYC Housing Connect](https://housingconnect.nyc.gov/PublicWeb/)) must appear on the advertisement.
2. For full marketing, the advertisement is to run at least three days with at least one day on a weekend in a daily citywide newspaper, an ethnic newspaper, and a community newspaper. In addition, The Marketing Agent must ensure that at least one organization or media outlet serving people with mobility, visual, and hearing disabilities places the advertisement in any publications or public spaces. Advertising in a weekly newspaper is recommended as well. The first day an advertisement appears must be at least sixty (60) days prior to the application deadline. The Developer/Agent must run the additional two advertisements no later than 10 days after the first advertisement runs. Any delays must be reported to the Agency.
3. The date of the first published advertisement must coincide with the date that the advertisement is posted on the Housing Connect website.
4. The owner shall send to the Agency original copies of these advertisements on the first date they appear.