



AADSM Advertising Policies

Use of the acronym AADSM in the advertising policies below shall be defined as applying to the American Academy of Dental Sleep Medicine.

Acceptance of Advertising

- Acceptance of all advertising is subject to review and approval by the AADSM.
- Ads that have not previously appeared in any AADSM publication or on an AADSM website must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form.
- Promotion of products, meetings and services that compete directly with those offered by the AADSM and its affiliates is generally prohibited.
- Membership solicitation by organizations other than the AADSM is prohibited. Fundraising by organizations or individuals other than the AADSM is strictly prohibited.
- The AADSM reserves the right to decline advertising for any educational course, meeting or related event if the advertised event falls 90 days before or after an event held by the AADSM.
- Products or services with no direct relation to dental sleep medicine may be eligible for advertising if approved by the AADSM.
- Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group or other organization must be accompanied by written consent for use from the quoted individual or entity.
- The use of the AADSM name, acronym and/or logo is prohibited without the AADSM's prior written approval.
- The fact that an advertisement for a product, service or company has appeared in an AADSM publication or on a website shall not be referred to in collateral advertising.
- Advertisements using exclusive claims such as "the best" or "the most effective" or "the only" or any other word with the same meaning to describe their products or services is prohibited. Please contact the National Sales Account Coordinator for words or statements in question.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude

the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.

- Complete scientific and technical data, whether published or unpublished, concerning the product or service's safety, operation and usefulness may be required. Samples of the products are not to be submitted.
- Advertisers may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
- The inclusion of an advertisement in AADSM publications or on AADSM websites is not to be construed or publicized as an endorsement or approval by the AADSM, nor may the advertiser promote that its advertising claims are approved or endorsed by the AADSM.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication or website. The AADSM reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion. Advertorials are prohibited.
- The AADSM reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the AADSM determines could adversely affect the good will or reputation of the AADSM or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with AADSM policy are prohibited.

General Guidelines

- Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the AADSM will run a house advertisement and advertiser will be responsible for the cost of the original insertion order.
- The AADSM reserves the right to change its advertising policies at any time.

Limitations of Liability

- The advertiser agrees to indemnify and hold harmless the AADSM for all damages, costs, expenses of any nature including court costs and legal fees, for which the AADSM may become liable by reason of its publication of the advertiser's advertisement.

- The AADSM is not responsible for incorrect ad materials run when ad materials or instructions are not received on the ad material deadline.
- The AADSM will endeavor to publish advertisements promptly and accurately. The AADSM assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the AADSM will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute the sole liability of the AADSM.
- The AADSM does not make corrections to ad artwork. All ad artwork must be submitted in final format. The AADSM will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher or outside organization's publication.
- The AADSM is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. This includes color quality when proofs for press match are not provided by the advertiser.
- The AADSM is not responsible for printer's or clerical errors, nor will any credits be given for advertising errors not reported after the first issue in which the ad is published.
- All efforts are made to preserve advertising materials in their original condition. However, the AADSM is not responsible for lost or damaged advertising materials after production.
- The AADSM is not responsible for ad placements near competing products unless a prior agreement has been made in writing between the AADSM and advertiser. The AADSM will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, when such condition conflicts with any provision in the rate card or with the AADSM's policy.

Interpretation and Application of Advertising Policies

All matters and questions not specifically covered are subject to the final decision of the Executive Committee of the AADSM.

Violations

Specific actions may be taken by the AADSM for violation of any provision of these guidelines. The action taken will be determined on the basis for the particular circumstances of the violation, but in cases involving major violations, may include legal action.