

# **AACC Advertising Standards and Guidelines**

## **Advertising Standards**

The appearance of advertising on AACC print and digital publications and websites is neither a guarantee nor an endorsement by AACC of the product, service, or company or the claims made for the product in such advertising. An advertisement for a product, service, or company that has appeared on AACC print and digital publications or websites shall not be referred to in collateral advertising.

As a matter of policy, AACC will sell advertising space in its print and digital publications and websites when the inclusion of advertising does not interfere with the mission or objectives of AACC.

AACC, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

## **Audience**

Ads appearing on AACC print and digital publications and websites are directed toward laboratory medicine professionals. Some pages on aacc.org and ad positions in AACC print publications have been identified as not appropriate for commercial ads. On those pages and positions in AACC print publications, only AACC house ads that promote AACC products and services are featured.

## **Privacy**

Advertisements on aacc.org and in AACC's digital publications do not collect personally identifiable information about individual visitors. [AACC Privacy Policy](#)

## **Advertisers**

AACC print and digital publications and websites may contain advertisements of third parties. The inclusion of these advertisements does not imply endorsement of the advertised products or services by AACC. AACC shall not be responsible for any loss or damage of any kind incurred as a result of the presence of such advertisements in AACC print and digital publications and websites. Further, AACC shall not be responsible or liable for the statements or conduct of any third party advertisers appearing in AACC print & digital publications and websites. Advertisers shall be solely responsible for their content, actions and omissions.

## **Links to Third Party Websites**

AACC print and digital publications and websites may provide links (including any link through an online banner advertisement) to "other" sites on the Internet for the advertiser's convenience. These "other" sites are maintained by third parties over whom AACC exercises no control. The appearance of any such third party links is not intended to endorse any particular company or product. Visitors who access third party sites linked to AACC digital publications or websites, do so at their own risk.

## General Guidelines

1. All advertisements submitted for display in AACC print and digital publications and websites are subject to review.
2. Advertisements will not be accepted if they conflict with or appear to violate AACC policy, if the advertisements are deemed offensive in either text or artwork, and for other reasons in its discretion. AACC reserves the right to decline advertising for any product, program or service that is in competition or conflict with an AACC product, program or service.
3. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Books and electronic media are eligible for advertising, but a sample may be required in advance for review.
5. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial entity other than AACC will be determined on a case-by-case basis.
6. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.
7. Advertising that simulates editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.
8. AACC's logo may not appear on commercial websites as a logo or in any other form without prior written approval from AACC.
9. Advertisements may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement" adjacent to the image or link.
10. AACC will not link to websites that frame the AACC website content without express permission of AACC; prevent the viewer from returning to [aacc.org](http://aacc.org) or other previously viewed screens, such as by disabling the viewer's "back" button; or redirect the viewer to a website the viewer did not intend to visit.
11. AACC reserves the right to not link to or to remove links to or addresses of other websites in its print and digital publications and websites.
12. Changes to ads within the contract period are the sole responsibility of the advertiser. A new ad must be submitted by the issue deadline and approved by the publisher.

These guidelines are intended to provide general guidance. They are not all-inclusive or exhaustive and are subject to change at the discretion of AACC at any time.

For questions about advertising, contact:

Kevin McDonnell, National Sales Manager

The Townsend Group

2025 M Street, NW Suite #800

Washington, DC 20036

202.367.1259

[kmcdonnell@townsend-group.com](mailto:kmcdonnell@townsend-group.com)

Brooke Allie

Account Coordinator

202.367.2495

[Ballie@townsend-group.com](mailto:Ballie@townsend-group.com)