

## **ADLM Advertising and Sponsorship Standards and Guidelines**

### **Advertising and Sponsorship Standards**

The appearance of advertising, sponsorships (includes sponsor content, or sponsored content), on ADLM print and digital publications and websites is neither a guarantee nor an endorsement by ADLM 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 ADLM print and digital publications or websites shall not be referred to in collateral advertising.

As a matter of policy, ADLM will sell advertising space in its print and digital publications and websites, as well as sponsorships, when the inclusion of advertising, sponsor content, sponsored content, or sponsorship does not interfere with the mission or objectives of ADLM.

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

ADLM maintains a distinct separation between sponsored content, sponsor content and editorial content. ADLM also maintains a distinct separation between advertising content and editorial content. We distinguish advertising, sponsorships, sponsored content and sponsor content by identifying it with one of the following labels: “advertisement,” “sponsor content,” “sponsored content,” or “sponsored by,” “from our sponsor,” “sponsored resource,” or “brought to you by,” All advertising content on ADLM websites is clearly labeled as an advertisement.

### **Audience**

Ads or sponsorships appearing on ADLM print and digital publications and websites are directed toward laboratory medicine professionals, medical professionals, and/or the public, including patients and caregivers. Some pages on ADLM websites and ad positions in ADLM print publications have been identified as not appropriate for commercial ads. On those pages and positions, ADLM only houses ads that promote ADLM products and services.

### **Advertising Privacy**

Advertisements on ADLM websites and in ADLM’s digital publications do not collect personally identifiable information about individual visitors. ADLM Privacy Policy

### **Advertisers and Sponsors**

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

### **Links to Third Party Websites**

ADLM print and digital publications and websites may provide links (including any link through an online banner advertisement, sponsor content, sponsored content, or sponsorship) to “other” sites on the Internet for the advertiser’s convenience. These “other” sites are maintained by third parties over whom ADLM 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 ADLM digital publications or websites, do so at their own risk.

### General Guidelines

1. All advertisements and sponsorships (sponsorships includes sponsor content and sponsored content) submitted for display in AACC print and digital publications and websites are subject to review.
2. Advertisements and sponsorships 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 or sponsorship for any product, program or service that is in competition or conflict with an AACC product, program or service.
3. Examples of advertising that may be allowed on AACC websites, provided they are compatible with our mission as stated previously, include: Corporate image advertising or corporate sponsorship, over-the-counter medications approved by the Food and Drug Administration (FDA), prescription drugs approved by the FDA, consumer products with a health connection, fitness products or services, medical products or devices, pharmacies (retail and online), health insurance, hospitals and other medical facilities.
4. The following advertisements are prohibited on AACC websites: alcohol, tobacco, weapons, firearms, ammunition, or fireworks, gambling and lottery, pornography or related themes, political advertisements, religious advertisements, advertisements that claim to have a "miracle" cure or method, advertisements directed at children, unsubstantiated health claims or product promotions without independently confirmed health benefits, implications that AACC has endorsed a product. Also prohibited are ads that attempt to collect any personally identifiable information from users, including their email address, without expressed permission or opt-in. This includes placing any cookies, applets or other such files that transmit personally identifiable information. Ads that do not link to the full rules for any market research or promotion are prohibited.
5. Books and electronic media are eligible for advertising, but a sample may be required in advance for review.
6. 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.
7. The advertiser or sponsor 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.
8. Advertising or sponsorship that simulates editorial content must be clearly identified as advertising. The word “advertisement,” “sponsor content,” “sponsored content,” or “sponsored by,” “from our sponsor,” “sponsored resource,” or “brought to you by,” must be displayed prominently.

9. AACC's logo may not appear on commercial websites as a logo or in any other form without prior written approval from AACC.
10. Advertisements or sponsorships may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement," "sponsor content," "sponsored content," or "sponsored by," "from our sponsor," "sponsored resource," or "brought to you by," adjacent to the image or link.
11. AACC will not link to websites that frame the AACC website content without express permission of AACC; prevent the viewer from returning an AACC website 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.
12. 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.
13. 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. 13. 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 on AACC.org and in AACC Publications, contact:

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For questions about sponsorship, contact:

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