

Advertising Acceptance Policy

American Association for Respiratory Care and Daedalus Enterprises, Inc.

Published on 8 July, 2012; 11 June, 2013; 1 March 2020

Publisher refers to the American Association for Respiratory Care and Daedalus Enterprises, Inc. and Publication refers to *AARC Times* digital magazine, *RESPIRATORY CARE* journal, advertising on all digit platforms (e.g. www.AARC.org, e-newsletters, AARConnect and any other Publisher digital vehicle or websites).

Acceptance of Advertisements

All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject any advertisement which it feels is not in keeping with the Publisher's and the Association's standards and mission.

The Publisher Will Not Accept Advertising That:

- Advertises personals/dating content or allows a user to rate an image of a person.
- Any sweepstakes or contest.
- Contains any adult and/or borderline adult content (images or text), whether directly or indirectly promoted.
- Contains obscene, profane, libelous, or slanderous text or images.
- Contains sex advice-related content.
- Content that promotes political agendas.
- Creative materials that promote, whether directly or indirectly, beer, wine, hard liquor, tobacco products, or firearms.
- Facilitates or promotes hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, sexual orientation, or language of such individual or group.
- Mail order—No advertisements will be accepted if they request cash with the order.
- Meetings and educational conferences that feature exhibits of products and services.
- Non-medical products that are harmful or potentially harmful to health.
- Promotes gambling, where the user will play for money or property.
- Promotes or facilitates defamatory or illegal activities.
- Promotes products or services from uncertified pharmacies.
- Promotes religion- and spirituality advice-related content.
- Promotes sites and services which compete with the Publisher's publications, websites, products, meetings, or services that are offered and/or sponsored by the AARC.
- Promotes web-based degree programs from non-accredited colleges.
- Publishers of other magazines, newsletters, blogs, websites, or e-newsletters.
- Research participation unless approved by the Publisher.
- Solicits membership in societies/associations, or subscriptions
- Solicits products and services that are outside the scope of the mission of the Publisher.

Non-Conventional Therapies

Where the advertisement relates to non-conventional therapies, the advertiser must submit full supporting evidence of efficacy. The Publisher must approve all advertisements before publication.

Recruitment Advertisements

Recruitment advertising is accepted only for respiratory care, other related healthcare positions, and healthcare industry positions. The Publisher must approve all advertisements before publication

Advertisement Features

Publisher accepts advertisement under the conditions that advertisers have no intention to imitate the editorial style of the Publisher's Publications. Any advertisement that could be perceived as editorial should appear in a box, which should be centered on the page. Per Publisher's and U.S. Postal Service requirements, the word "Advertisement" should be prominently displayed between the top of the box and the top of the page.

Where possible, advertisers should provide copies of references used in the text.

Publisher's approval or acceptance should not be implied in any advertising copy or in any offer.

All Advertising must bear company's name and a form or contact somewhere in the advertisement feature.

Any URLs listed in advertising must carry a complete address such as www.manufacturer.com or [//manufacture.com](http://manufacture.com). *This is necessary to ensure that URL is active in digital editions.*

Accusations Against Advertisers

Publisher takes seriously all accusations against advertisers, but complainants must be advised that they can gain redress only through the usual legal channels.

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The advertiser will be invited to respond to accusations. The advertiser may accept the complaint and revise the advertisement, or may argue that the complaint is unjust.

The Publisher will consider all complaints against advertisers and their responses, and sometime may decline further advertising. This step can rarely be taken after a single complaint but may be taken after several independent complaints.

Acceptance

The forwarding of an order to the Publisher is construed as an acceptance of all the rates and conditions under which advertising is at the time sold. All advertising orders are accepted subject to the terms and provisions of the current Rate Card and Contract and Copy Regulations (available at www.AARC.org). Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the rate change becomes effective without incurring a short rate, provided the rate has been earned up to the date of cancellation.