

American Association for Respiratory Care and Daedalus Enterprises, Inc.

Publisher refers to the American Association for Respiratory Care and Daedalus Enterprises, Inc. and any affiliated companies or organizations. Website refers to *AARC Times* digital magazine, RESPIRATORY CARE journal online, www.AARC.org, AARCconnect.org, YourLungHealth.org, MarketPlace, and other Publisher Websites and Publisher emails, e-newsletters, and any other Publisher digital vehicle.

I. Acceptance of Online Advertisements

1. All online advertising is subject to the Publisher's approval. The Publisher reserves the right to reject any online advertisement which it feels is not in keeping with the Publisher's and the Association's standards and mission including the right to stop accepting any advertisement previously accepted on the Publisher's Websites.
2. The appearance of advertising on Publisher's Websites does not imply endorsement of the advertised company, product, or service.
3. 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.
4. The sponsors or advertisers agree to indemnify and hold the Publisher, its officers, directors, employees, contractors, and agents, harmless against any and all damages, claims, judgments, losses, costs, and expenses (including attorneys' fees) that may be incurred, suffered, or sustained or imposed on the Publisher, its officers, directors, employees, contractors, and agents, by reason of the sponsorship or advertisement.

II. Advertising Policy

1. Advertisements new to the Publisher's Websites require approval before they can appear on the sites. Such review will extend to any landing page(s) linked to the advertisement. The company sponsoring the website of any landing page must be clearly identified on that page.
2. Advertising is not allowed to affect editorial decisions or editorial content.
3. All advertising must bear company's name
4. Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content.
5. Publisher's Website pages are designed to label all advertisements with the words "Advertising Disclaimer."
6. Advertisers may be required to submit supporting documentation to substantiate claims.
7. Advertisements may not imply endorsement by the Publisher or its Websites.
8. Neither advertisers nor their agents may collect any personal information from any user viewing the *Publisher's* Websites except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be used. Similarly, cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
9. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link. Research advertising must be approved by the Publisher.
10. Advertisers, by submitting advertising copy for Websites, certify that it is in accord with applicable government regulations.
11. Any advertisement that allows the viewer/reader to click through to the advertiser's Internet site must link to the company's page advertising the same product. The advertising company must provide to the Publisher the Internet web address (URL) for linking. Publisher may choose to reject an advertisement if the target page is not acceptable.
12. The company desiring to advertise on the Publisher's Website is responsible for the computer programming (production) of the advertisement.

III. The Publisher Will Not Accept the Following Types of Online Advertising

1. 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 and Publisher.
2. Meetings and educational conferences that feature exhibits of products and services.
3. Solicits membership in societies/associations, or subscriptions.
4. Publishers of other magazines, newsletters, blogs, websites, or e-newsletters.
5. Solicits products and services that are outside the scope of the mission of the Publisher.
6. Creative materials that promote, whether directly or indirectly, tobacco/smoking products, beer, wine, hard liquor, weapons, firearms, ammunition, or fireworks.
7. Advertising directed at children.
8. Advertisements that claim to offer a "miracle" cure or method.
9. Advertisements that make unsubstantiated health claims for the products advertised.
10. Advertises personals/dating content.
11. Allows a user to rate an image of a person.
12. Any sweepstakes or contest.
13. Contains any adult and/or borderline adult content (images or text), whether directly or indirectly promoted.
14. Contains obscene, profane, libelous, or slanderous text or images.
15. Contains sex advice-related content.
16. Content that promotes politics, political parties, or political agendas.
17. 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.
18. Mail order—no advertisements will be accepted if they request cash with the order.
19. Non-medical products that are harmful or potentially harmful to health.
20. Promotes gambling or lotteries, where the user will play for money or property.
21. Promotes or facilitates defamatory or illegal activities.
22. Promotes religion and spirituality advice-related content.
23. Promotes web-based degree programs from non-accredited colleges.
24. Research Participation unless approved by the Publisher.
25. Sweeping superlatives, extravagantly worded copy, unfair comparisons, or the blatant and unwarranted disparagement of a competitor's product or service.
26. Contain claims found by any court or federal or state agency to be invalid or in violation of law.

IV. Prohibited Online Advertising Formats

1. Pop-ups and floating ads
2. Advertisements that are designed to collect personally identifiable information from visitors to the Website without their knowledge or permission
3. Ads that expand across or down the page without the visitor having clicked or rolled-over the ad
4. Ads that send visitors to another site without the visitor having clicked the ad

V. 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.

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