

American Association for Respiratory Care and Daedalus Enterprises, Inc.

Publisher refers to the American Association for Respiratory Care and Daedalus Enterprises, Inc. and Publication(s) refers to *AARC Times* magazine, RESPIRATORY CARE journal, *AARC Times* digital magazine and RESPIRATORY CARE digital journal.

I. Acceptance of Advertisements

1. 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.
2. 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.
3. The appearance of advertising in Publisher's advertising vehicles does not imply endorsement of the advertised company, product, or service.

II. Print Advertising Policy

1. Advertisements new to the Publisher's Publications 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. Advertisements may not imply endorsement by the Publisher or its Publications.
3. Advertisers may be required to submit supporting documentation to substantiate claims.
4. Advertisers, by submitting advertising copy for publications, certify that it is in accord with applicable government regulations.
5. Advertising is not allowed to affect editorial decisions or editorial content.
6. All Advertising must bear company's name and a form or contact somewhere in the advertisement.
7. Any advertisement that includes a URL for an Internet site must link to the company's page advertising the same product. Publisher may choose to reject an advertisement if the target page is not acceptable.
8. 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.
9. Publisher accepts advertisement under the conditions that advertisers have no intention to imitate the editorial style of the Publisher's publications.
10. 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.
11. **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.
12. 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.
13. Where possible, advertisers should provide copies of references used in the text.

III. Recruitment Advertisements

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

IV. The Publisher Will Not Accept the Following Advertising

1. Solicits products and services that are outside the scope of the mission of the Publisher.
2. Solicits membership in societies/associations, or subscriptions.
3. Promotes products, websites, and services that compete with the Publisher's publications, websites, products, meetings, or services that are offered and/or sponsored by the Publisher/AARC
4. Meetings and educational conferences that feature exhibits of products and services.
5. Advertisements that claim to offer a "miracle" cure or method.
6. Advertisements that make unsubstantiated health claims for the products advertised.
7. Advertises personals/dating content.
8. Advertising directed at children.
9. Any sweepstakes or contest.

10. Contain claims found by any court or federal or state agency to be invalid or in violation of law.
11. Contains any adult and/or borderline adult content (images or text), whether directly or indirectly promoted.
12. Contains obscene, profane, libelous, or slanderous text or images.
13. Contains sex advice-related content.
14. Content that promotes politics, political parties, or political agendas
15. Creative materials that promote, whether directly or indirectly, tobacco/smoking products beer, wine, hard liquor , or firearms.
16. Creative materials that promote, whether directly or indirectly, tobacco/smoking products, beer, wine, hard liquor, weapons, firearms, ammunition, or fireworks.
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. Publishers of other magazines, newsletters, blogs, websites, or e-newsletters Advertises personals/dating content.
25. Research Participation unless approved by the Publisher.
26. Sweeping superlatives, extravagantly worded copy, unfair comparisons, or the blatant and unwarranted disparagement of a competitor's product or service.

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.