

POLICY ON ADVERTISING IN THE MDA LINK PRINT EDITION

I. Purpose

To establish and implement a consistent mechanism for the submission, review, approval, formatting, implementation and billing of advertisements appearing in the Michigan Dietetic Association (MDA) *LINK* Publication.

II. Policies: MDA follows the advertising guidelines of ADA, which comply with the American Medical Association's "Principles for Advertising and Sponsorship."

- A. MDA will maintain 501 (c)(6) status (or other appropriate tax-exempt status), which allows the association to accept paid advertising.
- B. MDA will sell advertising space in the *LINK* only when the inclusion of such advertising does not interfere with the Mission, Vision or Values of MDA, or the development or implementation of its Strategic Plan.
- C. The appearance of advertising in the MDA *LINK* will constitute neither a guarantee nor an endorsement by MDA of the product, service, or company involved, or of the claims made for the product within the advertisement. The MDA *LINK* will include a Disclaimer statement regarding advertising on its web site.
- D. MDA retains sole discretion when deciding to approve or deny *LINK* advertisements. This includes, but is not limited to, such factors as the advertisement's size, format, appearance, placement, and the length of time the advertisement will appear in the MDA *LINK*. MDA reserves the right to remove any advertisement that was previously approved.
- E. The decision to sell advertising space will be made independently of editorial content in the *LINK*. Advertisers will not influence editorial decisions or *LINK* content.
- F. Advertisements will be clearly distinguishable from editorial content and will be limited to 1-8 advertisement per page. Advertisements will not be placed adjacent to any editorial content on the same topic, and will be placed such that they do not obstruct editorial content.
- G. Advertisements or promotional logos will not appear on the MDA Front Page.
- H. The advertiser may not refer to the fact that its ad has appeared in the MDA *LINK* in any collateral advertising.
- I. MDA will sell ad space only. MDA will not guarantee that advertisers will experience any specific increase in sales, or make any other such guarantees in regards to the effectiveness of the advertisement.
- J. MDA will review the *LINK* Advertising Fee Schedule at least every 2 years, or more often as necessary. MDA members/affiliates will be eligible for discounted *LINK* advertising rates for their products and/or services.
- K. As a service to members, MDA will not charge for listing continuing education activities in the *LINK*, provided MDA has approved CEU's for the activity and collected the appropriate CPE fees. Activities that are primarily fundraisers and/or are without a CPE component will be charged a fee to be listed.

III. Procedures

- A. Potential advertisers will submit a completed *LINK* Advertising Submission Form to the *LINK* editor. The form will be available on the MDA web site, and will include the current fee schedule.
- B. The MDA President will appoint 2 members of the MDA EC, the *LINK* editor and the MDA Webmaster to review the proposed advertisement and to vote for approval/disapproval. Two votes for approval out of three EC members will be required to allow the advertisement to run in the *LINK*. In the event that an EC member does not respond within 72 hours, the *LINK* editor will contact other EC members until a total of 3 have responded.

- C. The *LINK* editor will contact the advertiser with the EC's final decision. If the advertisement has been approved, payment will be sent to the amp team, payable to MDA. Publication date will be negotiated between the *LINK* editor and the advertiser.
- D. Upon receiving payment, the amp team will publish the advertisement and forward payment to the MDA Treasurer within 5 business days.
- E. No cancellations can be accepted after the publication date.
- F. The *LINK* editor will track expiration dates on approved advertisements, and will follow-up with advertisers at least 1 month prior to expiration to ask if they wish to extend the contract. Advertisements, which are renewed, will not require a new vote of the EC as long as the content is unchanged.

References:

"Guidelines for Medical and Health Information Sites on the Internet," February 28, 2000, American Medical Association web site (www.ama-assn.org)

Attachments:

LINK Advertising Submission Form

Current Rates

Full page \$ 500.00
Half page \$ 275.00
Quarter page \$150.00
Eight page \$ 90.00

February 2004

LINK Advertising Submission Form

Fee Schedule*

Publications for Print: April and September Month of MDA Annual Conference (usually May)	20% discount rate for MDA Conference Exhibitors.
Full page \$ 500.00	Full page \$ 400.00
Half page \$ 275.00	Half page \$ 220.00
Quarter page \$150.00	Quarter page \$120.00
Eight page \$ 90.00	Eight page \$ 72.00

* 20% discount rate for MDA conference exhibitors. The discounted rate would equal \$100 off the \$500 rate (full page), \$55 off the \$275 rate (half page) , \$30 off the \$150 quarter page and \$18 off the \$90 eight page rate.

Please review MDA's LINK Advertising Policy prior to completing this form. Submitting this form indicates that you understand and agree to comply with the policy. Executive Committee of MDA will approve no advertisements without prior review.

Advertiser Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Newsletter Print Copy Advertisement Content

ø Camera Ready advertisement- Include or send digital file to webmaster@eatrightmich.org.

ø Program or Event- Please include specific information such as date, time, location, and contact person/phone number, etc. (Note: Programs/Events for which MDA has approved CEU's are listed automatically without charge).

Content: _____

Requested dates of publication: _____ Fee: _____

Executive Committee Approval/LINK Editor: _____

Fees payable in advance. Checks should be made payable to "MDA" and sent to Webmaster, Linda Harrison, at PO Box 904, Hamburg, MI 48139-0904. All advertisements are subject to approval.