

BY-LAW NO. 11**ADVERTISING AND SPONSORSHIP****Introduction**

The College may from time to time solicit advertising and sponsorship for its publications, website, educational activities and programs, and conferences and events. This is in recognition of the benefits that such endeavours may bring in the attainment of the College's objectives.

The integrity and credibility of the College and its members shall be the overriding consideration in all advertising and sponsorship activities.

It is in the best interests of both the College and the advertiser/sponsor to ensure that the College remains a trusted and credible source of information for dentists and the public.

The College recognizes that advertising/sponsorship may be pursued only if it does not impede the core principles of editorial independence, institutional integrity, and consistency with the College's purpose, vision, and values.

This policy is applied by the College to ensure adherence to these core principles and to ensure that any sponsorship relationship is transparent and apparent.

A. General Eligibility Requirements

1. All advertising must be factually accurate and must not be misleading.
2. All advertisements submitted for placement in a College publication are subject to review.
3. Products and services offered by responsible advertisers that are not

directly related to dentistry, but are of interest to dentists, are eligible for advertising in College publications.

4. Advertisements will not be accepted if they conflict with, or appear to violate, any College policy, the Code of Ethics, or College by-laws; or if the advertisements are deemed offensive in either text or artwork or contain attacks of a personal, racial or religious nature.
5. Advertising must adhere to human rights legislation and not discriminate on any prohibited grounds.
6. A distinction is maintained between advertising and all other content in College publications. All advertising must be clearly identifiable as advertising and must not be confused with editorial content in format or appearance.
7. Advertising space will not be sold on condition that specific editorial content is being produced or subsequently will be produced.
8. The fact that an advertisement for a product, service, manufacturer, promoter or distributor has appeared in a College publication shall not be referred to in collateral advertising.
9. All advertising must comply with the laws and regulations of Canada, and where applicable, international standards.
10. Comparative or puffery advertising will not be accepted.*

* Comparative advertising is the practice of directly or indirectly comparing identifiable products or competitors in advertising message, and usually making a comparison of one or more specific attributes or characteristics. Puffery is advertising that makes general or vague claims about a product that cannot be measured, and that neither mentions a competitor's name or makes a comparison to an identifiable product or group of products.

11. Advertisers must respect the terms of the College's privacy policy and may not attempt to identify any users of the College's magazine or obtain inappropriate access through other technological means to personally identifiable information.

B. Advertising Review Process

1. All new advertisements will be reviewed by the College prior to publication.
2. Advertisements that have not been submitted at least in draft form for review on or before the material submission deadline date will be declined for that issue, and the advertiser will be deemed liable for the cost of the booked space.
3. Acting in its sole and absolute discretion, the College reserves the right of final approval of all advertising and the right to refuse any advertisement.
4. All proposed advertising will be reviewed by the College's advertising review committee to determine its suitability and appropriateness. The advertising review committee shall be composed of the president, the registrar, the communications director and one member of the executive committee appointed to the Council by the Lieutenant Governor in Council, as chosen by the executive committee.
5. Primary evidence, including scientific and technical data, supporting any claim of efficacy in an advertisement under review may be required by the advertising review committee.

C. Amount of Advertising

1. The ratio of advertising to editorial content in each issue of the College magazine shall never exceed 30 per cent, except at the discretion of the advertising review committee.

D. Placement of Advertising (General)

1. Advertising placement will be determined by the College.
2. Product advertisements are not solicited for specific editorial articles.
3. Juxtaposition of editorial and advertising material about the same topics or products is avoided whenever possible. When a College publication uses designated pages for repeat features, any juxtaposition of an advertisement and related editorial content should be seen as coincidental. Exceptions may be necessary when a publication dedicates significant editorial space to a particular theme or clinical issue.

E. Linking From An Advertisement (website)

1. Users must have the option to click or not click on an advertisement. The advertisement must not obscure the screen page such that the user has to click on the advertisement to proceed further.
2. Users must not be sent to any other website unless they choose to do so by clicking on an advertisement link. The destination page will appear in a new window that will be smaller than the originating background page.
3. Although advertisements may link off the originating page, such links must permit the user to return to the originating page. The user will be informed that by proceeding, the user will be leaving the website and the College does not assume any responsibility for material on the linked site.
4. If an advertisement is to link to a page off the College website, the page will be reviewed prior to acceptance of the advertising by the advertising review committee. The advertiser may not change the linked page during the term of the contract without prior review and approval.

5. Any website to which advertisement is linked must comply with the laws and regulations of Canada.
6. The College reserves the right to not link or to remove links to other websites.
7. The College does not assume any responsibility for material on a linked site.
8. College trademarks may not appear on any other websites or linked pages without prior written approval.

F. Envelope Insertions/Polywrap

1. Limited space is available in the envelope/polywrap of the College magazine for material that is of educational or informational value to dentists, subject to College approval. All items to be considered for mailing in this way with the College magazine must be submitted in advance for College approval by the advertising review committee.
2. Because of the limitations on the number of items that can be sent in the envelope/polywrap, priority is given to material from the College.

SPONSORSHIP POLICY

Eligibility for Sponsorship

1. No arrangements for sponsorships will be entered into with a condition that specific editorial content will be subsequently produced.
2. Sponsors will not determine the specific content of any program or activity or product, or in any way influence recommendations or clinical practice advice from the College.

3. Single sponsorships will not be accepted in situations where the fact of the sponsorship would raise a perception of influence on editorial content or decision-making or a perception of College endorsement of the sponsor or its products or services.
4. The College retains total control of its trademark/logo and its use by corporate partners. The College trademark/logo may not be used in a manner that expresses or implies endorsement of a partner's products or services.
5. The College retains ownership and total control of all College events, programs and communication vehicles. The policies, programs and integrity of the College must remain entirely unaffected by any corporate relationship.
6. Advertisements and promotional icons from third parties may only appear in designated areas of the College's website, as determined by the advertising review committee.

Sponsorship Review Process

1. The advertising review committee will review all proposed sponsorships for suitability and appropriateness.
2. The College will determine the final wording and placement of sponsor acknowledgements.

Placement and Acknowledgement of Sponsorship

1. Acting in its sole and absolute discretion, the College reserves the right of final approval of all sponsorships for College publications, programs, educational packages and events.

2. If the College determines that the relationship may harm the reputation or integrity of the College, or if the business practices of the partner in any way reflects negatively on the College, then the College has the right to terminate the relationship.
3. Sponsors may refer to the fact that they have sponsored the College magazine or related publication or program or educational package or event in their promotional materials and efforts. However, no characterization of the sponsorship relationship shall be taken or used as evidence of College endorsement of the sponsor or of any of the sponsor's products or services.

WEBSITE SPONSORSHIP

This policy governs sponsorship of the College's website, www.rcdso.org. The principles and policies for sponsorship on the College's website are the same as for publications, educational activities and programs, and events, with these following additions.

A. Eligibility for Sponsorship

1. Sponsorship on www.rcdso.org is only available at a corporate level. Organizations or companies may provide sponsorship, but products or services are not eligible sponsors.
2. Sponsorship from organizations will not determine editorial content or creative design or in any way influence editorial decision-making.
3. Sponsorships may only appear in designated areas of the website, as determined by the advertising review committee.
4. The College reserves the right of final approval of all sponsorships appearing on www.rcdso.org and the right to refuse or terminate any sponsorship in its sole and entire discretion.

B. Sponsorship Acknowledgement

1. The College will determine the final wording and placement of sponsor acknowledgements.
2. Sponsors will not be permitted to use the sponsorship acknowledgement to promote products or services.
3. The acknowledgement of sponsorship may be accompanied by the sponsor's corporate logo provided it is not more prominent than the size of the College logo appearing on that portion of the site. Prominence of logos will be determined by the College.
4. A corporate logo accompanying the acknowledgement of sponsorship may link to the sponsor's website. The user will be informed that by proceeding, the user will be leaving www.rcdso.org and that the College does not assume any responsibility for material on the linked site. Such links must permit the user to return to www.rcdso.org.
5. The College reserves the right to not link or to remove links to other websites.
6. The College logo may not appear on any other websites, including the sponsoring organization's website or on promotional material, without prior written approval.
7. Sponsors may refer to the fact that they have sponsored a portion of www.rcdso.org in their promotional material and efforts, but no characterization of the sponsorship relationship shall be taken or used as evidence of College endorsement of the sponsor or any of the sponsor's products or services. The College will work with the sponsor to develop appropriate wording.
8. The College retains final approval of all sponsorship messages, and this includes verification of the sponsorship content and placement before going live on-line.

EDITORIAL POLICY

1. Editorial decisions are not influenced by advertising or sponsorship and are made without consideration of the advertising or sponsorship scheduled to appear in any magazine, related publication, website, educational activities and programs, or of any event.
2. While readers, sponsors, and advertisers may be provided with general information about the content of an upcoming College publication, program or event, specific details about the content are confidential until publication.

PROCESS FOR CRITICISM AND COMPLAINTS

All criticisms and complaints about advertisements or sponsorships must be made in writing and directed to the Communications Director. These criticisms or complaints will be reviewed by the College's executive committee.

DISCLAIMER

All advertising and sponsorships shall be subject to this disclaimer:

The appearance of advertising or sponsorship in a College publication or at an event or program or educational activities or programs is neither a guarantee nor an endorsement of claims made by a company for a product or service, nor an endorsement of a manufacturer, distributor or promoter of a product or service.

Neither the College, its officers, directors nor staff shall be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of the advertising material or sponsorships, whether such obligations arise in contract, negligence, equity or statute law.

The College does not guarantee or warrant the quality, accuracy, completeness, timeliness, appropriateness or suitability of the advertising or sponsorship information provided.

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