

Society of Gastroenterology
Nurses and Associates, Inc.

*Board Policy &
Administrative Procedure
Manual*

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Effective Date: 10/00
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Subject: Advertising by Outside Health Care Groups

Review Responsibility: Articles and Bylaws Committee

Policy Statement:

In an effort to provide information to members relevant to GI nursing and/or related to the healthcare industry, SGNA will evaluate relationships with other non-profit or for-profit organizations.

Focus: SGNA Staff, Board of Directors, Editors, and website Committee.

Purpose:

To define guidelines for advertising for non-profit and for-profit organizations.

Standards/Criteria:

All advertising must be nondiscriminatory and comply with all applicable laws and regulations.

The product and advertiser must be identified within the advertisement. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6-point or larger type.

Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser cannot substantiate will be rejected.

Product comparisons using trade names will not be accepted without the statement "Substantiating data based on research is available upon reader request."

Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser without permission of the author and the publication. Evidence of permissions must accompany copy.

The word "Advertisement" will be printed at the top of any advertisements that, in the Publisher's opinion, might be confused with editorial pages.

Procedure:

1. One or more of the following criteria must be met for any organization not related to SGNA to advertise with SGNA:
 - 1.1 GI Focus
 - 1.2 Nursing Focus

1.3 Patient Advocacy Focus

2. Non-profit exhibitors or governmental organizations may be granted booth space at a reduced rate as outlined in Policy G-13.
3. Non-profit organizations will be allowed to rent the membership list and receive member mailing labels at a reduced price. The subject matter, content and timing of all mailings is subject to SGNA review and written approval and SGNA reserves the right to refuse list rental for mailings it deems inappropriate.
4. Advertising at full regular pricing is available to both non-profit and for-profit organizations meeting the above in the following media:
 - 4.1 *Gastroenterology Nursing*
 - 4.2 *SGNA News*
 - 4.3 Buyers' Guide, unless fully sponsored
 - 4.4 *eScope*
 - 4.5 website, excluding homepage (i.e. Annual Course landing page or Member login page)
5. The subject matter, content and timing of all advertising is subject to Publisher review and written approval. Publisher reserves the right to refuse advertising at any time. Requested positions are not guaranteed unless stated as a paid position and accepted by the Publisher.
6. Advertising by or promotion of non-SGNA related organizations is not permitted in the following media:
 - 6.1 SGNA Website Home Page
 - 6.1.1 Reserved for sponsorship but if no sponsorship is sold, advertising may be sold on a monthly basis.