

# CORPORATE PARTNER & AFFINITY ADVERTISING POLICY



## ADVERTISING POLICY

1.01 **Preamble.** Advertisements will be accepted and displayed at the sole discretion of the Canadian Association of Naturopathic Doctors (CAND). The CAND reserves the right to discontinue any advertising at any time or to amend all relevant deadlines or pricing, without liability.

## DISCLAIMER

2.01 The publication of an advertisement accepted for publication in accordance with the Policy shall not be considered an endorsement, warranty or guarantee of the product(s) or service(s) advertised nor an endorsement by CAND of the manufacturer, distributor, supplier or advertiser of such product or service.

2.02 CAND shall not be liable for any damages, claims, liabilities, costs or obligations arising from the use or misuse of any advertising that appears in its publications, whether in contract, negligence, equity or by statute or otherwise. No guarantee or warranty is made by CAND as to the accuracy, completeness, timeliness, appropriateness or suitability of any advertising in its publications. No advertising is intended to be a substitute for professional advice.

## ELIGIBILITY

3.01

- Advertising must be consistent with the CAND Vision, Mission and Values statements.
- Advertising must be factually accurate, not be misleading, and be in good taste.
- Advertising must comply with all Canadian laws applicable to such advertising and the products and services which are advertised.
- Advertisements must not create the potential for naturopathic medicine or naturopathic doctors to be cast in a negative light.
- Advertising space will not be sold on condition that specific editorial content be subsequently produced.
- Advertisements that compete with products or services offered by the CAND are not eligible. Exceptions may be made at the sole discretion of the CAND.
- Advertisements must adhere to human rights legislation and not discriminate on any prohibited grounds.
- A distinction is maintained between advertising and editorial content. We do not accept advertorials.
- Advertisements that appear in CAND publications shall not be referred to in collateral advertising.
- All advertisements must be submitted in both official languages, when requested. Both print/display ads and electronic advertisements.
- Advertising of medical devices, all advertising referring to medical devices class II, III and IV must be approved by Health Canada.

# **CORPORATE PARTNER & AFFINITY ADVERTISING POLICY**



## **REVIEW PROCESS**

4.01 All advertisements will be reviewed by the CAND prior to publication or electronic posting and will be subject to final approval by the CAND prior to publication. The CAND reserves the right to refuse any advertisement at any time.

\*Each advertiser agrees to indemnify and hold the CAND harmless from any damages, claims, liabilities, costs or obligations arising from its advertising, its activities as corporate supporters of the CAND or its breach of any of the requirements of this Policy.

---

**I have read and agree to the CAND Advertising Policy.**

**All advertising submitted will be in both official languages, when requested.**

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_