

## Kansas Academy of Nutrition and Dietetics Advertising Policies and Procedures

1. The Kansas Academy of Nutrition and Dietetics (KSAND) reserves the right to evaluate all statements and visual images in advertisements and to refuse to accept any copy or image that doesn't conform to the KSAND policy or philosophy. No KSAND board is needed for veto if both the KSAND President and KSAND Executive Director veto a particular advertisement, sponsor of any kind, or purpose for label rental. This applies to new, current, and previous advertisers.
2. "Advertising" is defined as information intended to support, promote, or advocate products, services, or events available to members and supporters of KSAND for their purchase, acquisition, use, or participation. All advertisements under consideration by KSAND should be generally recognized as being a product or service, which is beneficial to the health of the public and/or clients, or to nutrition/dietetic practitioners in the performance of professional duties.
3. KSAND adheres to federal, state, and where applicable local laws regarding discrimination on any basis. KSAND urges advertisers to review their advertising copy prior to submission. KSAND reserves the right not to publish any advertisement, the nature or content of which KSAND considers in its sole judgment, to be discriminatory or otherwise unacceptable. By advertising with KSAND, organizations and individuals agree that they are Equal Opportunity Employers.
4. KSAND name or logo may not appear on the advertiser's website content without the written expressed permission of the KSAND President.
5. Publication of an advertisement should not be construed as endorsement of the product, service, product claims, or company by either KSAND or its members. Advertisers should expect that a disclaimer be printed to that effect in the associated KSAND medium.
6. Books, audiovisual materials, and computer software programs must be reviewed by a designated representative of the KSAND board before advertising copy for these products can be given full acceptance. If a published review of the item in the Journal of Academy of Nutrition and Dietetics or another peer-reviewed journal exists, the advertiser is encouraged to submit it for consideration.
7. Continuing education programs by any organizations, except KSAND or its affiliated KSAND districts or state DPG and the Academy of Nutrition and Dietetics, are considered advertising and are subject to the terms, rates, and conditions of advertising.
8. All advertisements must be clearly identified by trademark and/or signature of the advertiser.
9. Statements that accompany advertising should be accurate, ethical, and carry no direct or implied disparagement or discrediting of another product. However, fair comparisons, backed by scientific evidence, are acceptable.
10. Statements of properties, performance, nutrient values, beneficial results, etc, of products should be such that they can be verified by adequate experimental data available in the literature or submitted from a reputable laboratory.
11. There should be no statements which are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
12. Advertisements for special purpose foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request. If the advertiser elects to state the nutritional value in terms of RDAs or DRVs, as well as the quantitative nutritional analysis, current federal regulations governing nutritional labeling should be followed or this information offered on request.

13. KSAND doesn't accept advertising copy which include the names, professional affiliations, and/or photographs of professional and supporting personnel in managerial and supervisory positions in foodservice. Exceptions may be considered by the KSAND board. For example, an exception includes individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the author.
14. KSAND doesn't accept advertising for contests.
15. The correct spelling of dietitian is with a "t" not a "c".
16. KSAND sells advertisement "space" only. KSAND will not guarantee that advertisers will experience an increase in sales, requests, or traffic.
17. The forwarding of an order is construed as an acceptance of rates and advertising conditions in effect at the time of sale.
18. The KSAND (and its contractors) shall not be liable for any failure to print, publish, or circulate all or any portion of advertisement accepted by KSAND if failure is caused by acts of natural disaster, strikes, accidents, or other circumstances beyond KSAND's control.
19. In consideration of the publication of an advertisement, the advertiser and its agency jointly and separately agree to hold harmless and indemnify KSAND, its officers, directors, members, agents and employees from and against all liability, including attorney's fees, arising from the content of advertisements including but not limited to text, representation and illustration.
20. KSAND's liability for any error will not exceed the charge for the advertisement in question.
21. KSAND is not responsible for the return of any material submitted.
22. For the best quality, photographs, illustrations, artwork, or logos should be camera-ready or jpg format. In the event that the material is not submitted in reproducible copy, the additional expenditures by the publisher for labor or material will be billed to the advertiser.
23. Advertising opportunities are on a first-come first-serve basis. KSAND reserves the right to limit the number of flyer insertions, website banner and button ads, and exhibitors.
24. No cancellations for advertising can be accepted after the closing date for copy. Refunds for cancellations prior to the closing date will be less any shipping, handling, materials, or any other charges incurred by KSAND.
25. Upon publication, the advertising organization will receive a copy of the publication containing the ad. A link to the web advertising will be emailed to the customer.
26. Payment in full must be received before advertisement is posted or sent out. An invoice will be sent by KSAND to the advertiser. Payment should be in the form of a check, or credit card via the KSAND Paypal account link, and sent to the address provided on the invoice. Advertisers whose payments are not received within that time frame will be subject to prepayment for future advertising opportunities.
27. All fees are net. Commissions are not given.

Approved by KSAND's Board on April 14, 2016.

Credit for verbiage of the Advertising Regulations and Label Rental policy is given, in part to the California Academy of Nutrition and Dietetics, Florida Academy of Nutrition and Dietetics, Kentucky Academy of Nutrition and Dietetics, Maryland Academy of Nutrition and Dietetics, Michigan Academy of Nutrition and Dietetics, Nebraska Academy of Nutrition and Dietetics, New York State Academy of Nutrition and Dietetics, Texas Academy of Nutrition and Dietetics, and Illinois Academy of Nutrition and Dietetics.

## Kansas Academy of Nutrition and Dietetics Opportunities for Marketing:

### Website, Newsletter, or Email Blasts

The Kansas Academy of Nutrition and Dietetics website: <http://www.eatrightks.org> and our newsletter the "KSAND Communicator" provide a unique venue for advertising your products or services. We encourage advertising of products and services perceived of value to our association's members. Our quarterly newsletter and email blasts are sent by email to over 600 members.

#### Ad Specifications

- A standard ad size must be provided in the size of 180 x 150 with 72 resolution ppi.
- The file size for the advertisement must be no larger than 20 KB.
- jpg formats only.
- No fast blinking advertisements or pop-up ads.
- No animated banner ads are acceptable.

\*Banner advertisements should be provided ready to post to the website. All advertising content, pictures, and illustrations must be approved by the Marketing Team, Treasurer, and President prior to posting. A rate of \$50 per hour applies if the advertisement is not in a format ready to post. All newsletter ads must be approved by the Newsletter Editor, Treasurer, and President prior to including in newsletter edition. All email blasts must be approved by Treasurer and President before sending out.

#### Website Banner Advertisements (Profit)

- \*Full Size Banner-\$150.00 per month
- \*Half Size Banner-\$100.00 per month

#### Website Banner Advertisement (Non Profit)

- \*Full Size Banner-\$100.00 per month
- \*Half Size Banner-\$50.00 per month

#### Newsletter Ads (Profit) (One Edition)

- \*Full Page (7" W x 9.5"H)-\$150.00
- \*Half Page (7" W x 4.5"H)-\$100.00
- \*1/4 Page (3.25" W x 4.5"H)-\$50

#### Newsletter Ads (Non Profit) (One Edition)

- \*Full Page (7" W x 9.5" H)-\$100.00
- \*Half Page (7" W x 4.5" H)-\$50.00
- \*1/4 Page (3.25" W x 4.5" H)-\$25

#### Email Blasts (One Time Flyer or Announcement)

- \*\$150.00-Profit
- \*\$100.00-Non Profit

Email Blast Disclaimer: You are receiving this message as part of a [Company Name] agreement that includes an e-blast to KSAND members. This message is being sent from KSAND to protect your privacy, since KSAND does not release your e-mail address to any outside groups.