

AAD Advertising Policies

ADVERTISING ACCEPTANCE

All advertising must comply with the Academy's Advertising Standards. Acceptance of all advertising is subject to ad review and approval by the Academy. Ads which have not previously appeared in any Academy publications must be submitted for approval. The Academy reserves the right to insert the word "Advertisement" above or below any copy. The Academy reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that the Academy determines could adversely affect the goodwill or reputation of the Academy or its affiliates. Advertisements that conflict, or have the appearance of conflicting, with Academy policy are prohibited.

The Academy will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the advertiser, particularly when such conditions conflict with any provision in this rate card or with Academy policy.

ADVERTISING PLACEMENT

Unless a premium position is purchased, positioning of ads is at the sole discretion of the Academy. The publisher is not responsible for ad placements near competing products when instructions are not provided on the insertion order, or when the indication for drug is not clearly stated on the insertion order or in the prescribing information supplied with the advertising materials.

PRINT CANCELLATION

- Cancellations must be received by the Academy publisher's representative (Ascend Media) in writing, via e-mail or fax.
- A premium ad position may be cancelled without liability up to 45 days prior to the issue's published ad closing date. Publisher reserves the right to charge a penalty of 50% of the ad order for premium position cancellations less than 45 days prior to ad close, regardless of the date of ad placement.
- Unless otherwise stated, space reservations cancelled prior to insertion order close date are released without obligation.
- Cancellations made between insertion order close date and materials due date are billed at 50% of the amount contracted.
- Cancellations made after materials due date are billed at the full amount.
- The publisher reserves the right to cancel ad contracts at any time for any reason.

AGENCY DISCOUNT

For DermWorld print only, 15% of gross billing is allowed to recognized advertising agencies with accounts in good standing. All published rates for monthly electronic advertising and AAD meeting advertising are NET. No agency discounts are permitted.

PAYMENT

Unless otherwise stated, payment is due 30 days from invoice date. Advertisers and the agencies placing orders on their behalf are considered jointly responsible for payment. Accounts not in good standing may jeopardize future ad placement or assignment of exhibit space at AAD meetings.

DISCOUNTS

Frequency discounts accrue to individual publications as stated in the rate cards and within the calendar year only. Frequency discounts are earned only with written commitments for all applicable insertions. Advertisers not fulfilling space commitments to earn the frequency will be invoiced for the difference on all insertions at the end of the calendar year, or upon termination of the advertising contract.

Other discounts provided by the publisher in any given year or circumstance shall in no instance be automatically renewed by the advertiser. The publisher will not honor signed insertion orders for assumed discounts by the advertiser, even when advertising has been accepted. It is the responsibility of the advertiser to understand and abide by rates as published in the current rate card. The publisher will bill advertisers according to current rate cards. See payment, above.

LIMITATIONS OF LIABILITY

- The publisher will endeavor to publish advertisements promptly and accurately. The publisher assumes no responsibility to verify statements contained in an advertisement. Any inadvertent errors by the publisher will be corrected promptly upon discovery, without additional charge, and such obligation to correct shall constitute the sole liability of the publisher.
- The publisher is not responsible for incorrect ad materials run when ad materials are not received on the published materials deadline. Every effort will be made to accommodate late materials, however, the publisher reserves the right to pull or substitute ad materials based on material availability after the published materials deadline.
- The publisher does not make corrections to ad artwork. All ad artwork must be submitted in final format. Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Academy or outside organization's publication.
- The publisher will make every attempt to advise advertisers regarding artwork that is designed contrary to manufacturing specifications, however, the publisher is not responsible for manufacturing defects which may or may not have a cosmetic effect on advertisements.
- The publisher reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all.
- The publisher will not be held to, and accepts no liability for, decisions it makes contrary to instructions or notations made on signed insertion orders, with the exception of PAID premiums.
- The publisher will not be liable for any failure to publish any advertisement accepted by publisher; however, publisher shall use its reasonable efforts to place such advertisement in subsequent available space.



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