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## NAMEC Advertising Policy

NAMEC accepts advertising for its web site and e-mail alerts) according to the following principles:

- Advertising is separate from content. Advertisers have no advance knowledge of our editorial content, nor do the editors have advance knowledge of advertisers. Content is never altered, added, or deleted to accommodate advertising. Advertisers and sponsors have no input regarding any of our editorial decisions or advertising policies. The advertising sales representatives have neither control over, nor prior knowledge of, specific editorial content before it is published.
- NAMEC reserves the right to decline or cancel any advertisement at any time.
- Advertising is subject to approval by the NAMEC which reserves the right to reject advertising deemed not in keeping with the organization's advertising objectives and standards. Advertising must be factual, appropriate for the intended audience and professional in the judgment of the NAMEC staff.
- Advertising readers who "click" on a banner ad or other advertising link may connect to a site different from NAMEC to view additional information. Such sites may also ask visitors for additional data. NAMEC does not participate in, nor control such sites.
- NAMEC does not endorse any company, product, or service appearing in its advertising.
- Third-party advertisements or the e-mail alerts may **not** include any NAMEC newsletter or other communications vehicle name, NAMEC logo, or title, or stated or implied NAMEC endorsements.
- Advertised products must be compliant with relevant regulations. NAMEC does not accept advertising for pharmaceutical or any other healthcare products that are subject to U.S. Food and Drug Administration regulation,
- Advertisers will ensure that readers will be able to distinguish advertising and editorial content clearly on the web site and in e-mail alerts.
- Updates to the NAMEC advertising policy will be posted to the NAMEC web site.

### **Generally acceptable for consideration**

- NAMEC advertisements are for events, products, goods and services that are of interest and relevant to the membership
- NAMEC does not accept advertising for pharmaceutical or any other healthcare products that are subject to U.S. Food and Drug Administration regulation

### **Advertisement Options**

- 1. Web Site banner ad sizes:**
  - 468x60 Standard Advertising Banner (\$125/month)
  - 728x90 Banner (Leaderboard) (\$125/month)
- 2. Text Emails to membership (\$200/month):**
  - Notification of advertisement in NAMEC member email
  - 1 dedicated email specific to the advertiser's message, pending Board approval

The NAMEC website will display a maximum of 3 banner ads per web page.

NAMEC email advertisements are limited to a maximum of 3 separate advertisers per month.

**Users' Personal Information:** NAMEC does not release personally identifiable data on users of our web site or e-mail alerts to advertisers. Advertisers may only receive reports that provide aggregated data about the response to their advertisements. Such data may include:

- Impressions (the number of times the advertisement has been viewed on the web site);
- Impressions and click-through to a different site (click-through rate)

**Contact**

To secure one of the above advertisements, contact NAMEC Staff at [info@namec-assn.org](mailto:info@namec-assn.org), call 205-824-7612, or complete the following form and return it to the above email, fax to 205-823-2760, or mail to NAMEC, 3416 Primm Ln, Birmingham, AL 35216

**Advertisement Order Form:**

- 468x60 Standard Advertising Banner (\$100/month)
- 728x90 Banner (Leaderboard) (\$150/month)
- Text emails to membership (\$200/month)

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province, Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment information**

- Check (make payable to NAMEC)
- Credit Card

CC# \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_ CCV: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing City, St and Zip: \_\_\_\_\_

\_\_\_\_\_

Billing Phone Number: \_\_\_\_\_

