

SNMA Advertising Policy



All advertisements accepted by SNMA for placement in any media must comply with all relevant legal, professional and ethical guidelines. SNMA reserves the right to unilaterally reject, omit or cancel advertising which it deems not to be in the best interest of the association, or which by its tone, content or appearance is not in keeping with the essentially scholarly, educational, service-oriented and professional nature of SNMA's publications.

SNMA reserves the right to refuse to accept advertisements that because of omissions or inaccuracies provide misleading or incorrect information. In the event an advertisement is refused on any of the aforementioned grounds, and payment has been received with the Insertion Order, refunds will be processed immediately and artwork will be returned.

Publication of any advertisement by SNMA constitutes neither an endorsement of the advertiser nor of the products or services advertised. SNMA is not responsible for any claims made in any advertisement it accepts for placement. Any references to products, services, or health care providers, and any claims made therein, are not intended to constitute a recommendation by SNMA of such products, services or providers.

Advertisers and advertising agencies assume complete liability for all content (including text representation and illustrations) of advertisements published by SNMA in any media, and also agree to assume full responsibility and to hold SNMA harmless for any claims arising there from made against the publisher.

Advertising may be paid in advance, but if invoiced, shall become due no less than 30-days after the ad has appeared either in print or on the web site, and/or upon receipt of a corresponding invoice. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions. Listed prices are not inclusive of third-party fees, and will not be deducted from SNMA's quoted price.

All advertising space assignments will be made by SNMA on a first-come, first-served basis. Cancellations are not accepted and copy corrections are not guaranteed after the closing date.

Multiple advertisement rates apply only for consecutive advertisements. If a contracted ad smaller than agreed upon is run, or a contracted ad is omitted, the discount rate will not apply. Any new or revised copy and/or artwork for a contract ad must be received by the established deadline; otherwise, standing copy and/or artwork will be used. The words "paid advertisement" shall be included with all advertisements that, in the opinion of the publisher, might be confused with editorial content. SNMA is not responsible for returns on mailing addresses, both postal and e-mail.

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