



ADVERTISING POLICY

1. **General Policy.** Christian Medical & Dental Associations (CMDA) retains sole discretion as to the appropriateness of ads for acceptance. No ad may conflict with the goals and/or character of CMDA. CMDA may reject any ad prior to publication (and refund payment) on the basis of taste, content, or other subjective factors.
2. **Advertising organizations.** In order to remain consistent with its mission and to avoid offending its readership, CMDA retains the right to reject ads from entities that sponsor or promote activities and values contrary to the mission and values of CMDA, whether directly or indirectly. Examples of organizations which are unacceptable include, but are in no way limited to, those that sponsor violence or immorality in entertainment and groups that support abortion or other ethical stances at odds with CMDA positions and/or contrary to its exempt purposes. Every effort is made to screen such entities from CMDA's advertising base.
3. **Medical products, services, and/or specialties.** Medical products, services, and/or specialties listed in or featured by advertisements shall be subject to approval by CMDA. General guidelines for such medical products, services, and/or specialties are:
 - a) They shall be in general agreement with the Christian principles of CMDA and not in conflict with Scripture, including the principle of resolving disputes outside the court through mediation and/or arbitration.
 - b) They shall be validated by documented research. Such research shall be available upon request.
 - c) Coverage by medical insurance is not of itself a valid criteria for judgment for inclusion.
 - d) Inclusion of particular medical products, services, and/or specialties does not constitute endorsement by CMDA of any of the products and/or services and CMDA shall have the right to print such disclaimer with any ad for the said products and/or services.
 - e) Manufacturers must provide assurance in writing to CMDA that they have complied with all laws and regulations concerning marketing and sale of their products, including all FDA regulations if applicable. Accepting advertising in CMDA publications does not imply that the manufacturer has done so.
 - f) Pharmaceuticals, foods, and food supplements must have received FDA approval prior to being advertised in a CMDA publication.
4. **Advertising in digital publications.** From time to time links or references to e-mail sites and/or Web sites may appear in advertisements. This in no way constitutes endorsement of the content of those sites even though a link to a site may exist in an ad.
5. **Time requirements for review of material.** From the time ad copy and/or supporting documents are received, CMDA will make every effort to complete the review within five working days.
6. **Advertisements may not be deceptive or misleading.** Every effort should be made to insure that all claims are legitimate and that all facts are clear and complete. Any advertiser, by advertising with CMDA, agrees to indemnify CMDA for any and all claims relating to deceptive or misleading advertising relating to any product or service advertised by the advertiser.

7. **Collateral advertising.** The fact that an ad has appeared in a CMDA publication shall not be referred to in collateral advertising or in any other promotional material sponsored by the advertiser. The appearance of an ad in a CMDA publication does not in any way be implied to construe endorsement.
8. **Stewardship.** CMDA does not accept display or classified ads from organizations which are in direct competition with CMDA's Stewardship initiatives.
9. **Placement services.** CMDA does not accept display or classifieds ads from placement services outside of CMDA for publication in *Today's Christian Doctor* magazine or on our Internet site.
10. **Mission organizations.** CMDA does not accept display or classified ads from mission organizations which recruit for short-term medical/dental missions in *Today's Christian Doctor* or on our Internet site.
11. **Fund-raising appeals.** CMDA accepts ads for publication in *Today's Christian Doctor* magazine and for our Web site from other organizations promoting their meetings, resources and services but does not accept ads that are direct fund-raising appeals to our constituency since it would violate the policy of CMDA's Board of Trustees.