



Section:	3. Publications
Subpart:	3.2. Media
Policy No.:	3.2.2.
Title:	Newsletter Advertisements
Effective:	January 2024
Revised	N/A

Newsletter Advertisements

Purpose: Define newsletter content that constitutes an advertisement.

Background: Occasionally, industry members have asked staff to accept articles on company news and product releases. This policy addresses the difference between industry articles and industry advertisements.

Policy:

1. An article submitted by a person that is informative about a topic of general interest such as industry trends and educational topics, would be considered an article, that does not require advertisement fees, if accepted for publication.
2. An article submitted by any person that is written to showcase the company or its products would be considered a paid advertisement and shall be labeled as such in the newsletter if accepted for publication.