

# NUGGET ADVERTISING POLICY

Approved by the Board of Directors November 1, 2005

## NUGGET ADVERTISING STANDARDS

1. All decisions with advertising will be non-discriminatory with regard to gender, religion, age, color or race.
  2. The *Nugget* will accept advertising except the following:
    - a. advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue to a dental practice (in dollar amounts) that will occur as a result of attending the advertised program or seminar.
    - b. advertising that suggests, implies, promises or guarantees specific numbers of new patients to a practice as a result of attending the advertised program or seminar.
    - c. advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care.
    - d. advertising that seeks information for, or in any way pertains to, class-action lawsuits.
  3. The SDDS reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication and:
    - a. by accepting advertising, there is no implied endorsement of the product or service unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted;
    - b. all advertisements are at will;
    - c. all advertisements can be rejected at any time by the decision of the Executive Director or, in the absence of the Executive Director, by the Editor, or the President.
  4. The Code of Ethics of the ADA, the CDA and the Advertising Guidelines of the Dental Board of California will be used as guidelines for *Nugget* advertising.
  5. The number of advertisements, the percentage of advertising will be reviewed on an ongoing basis by the *Nugget* Editor (Chair of the Editorial Committee) and the Executive Director.
  6. Members will receive a 5% discount on all display advertising.
  7. Classified advertising: Members will receive ONE free classified advertisement per year.
- ### WHO CAN ADVERTISE?
- Any dentist, member or nonmember
  - Any company that has a product or service to sell
  - Any dental school or educational facility
  - Other entities as approved by the Executive Director, Editor or President.
- ### FLYERS FOR INSERTS IN NUGGET
1. Flyers only accepted when advertising in the *Nugget* is NOT an option or in the following cases:
    - a. other non profits and their events/services;
    - b. as additional information to paid advertising (½-page min)
  2. Pricing reviewed and approved by Executive Director
- ### LABELS ARE SOLD TO THE FOLLOWING:
1. Nonmembers and vendors: when advertising in the *Nugget* is NOT an option
  2. Members: letter or mailing must be approved by Executive Director, Editor or President
  3. Alliance or other dental society components
  4. CDAA ■