

Website Advertising

Policy

Definition: "Advertising and Advertisements" mean all forms of advertising and sponsorships for which AAQHC receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

1. AAQHC shall accept advertising on its website that is related to the Association philosophy - AAQHC through its members seeks to promote the culture of quality improvement, excellence and leadership in all aspects of the delivery of health care.
2. AAQHC Council has sole discretion to determine the types of Advertising that will be accepted and displayed on the website. AAQHC shall not review or endorse any products or services that are advertised on its sites. In no event shall AAQHC's acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.
3. AAQHC shall not accept Advertising that, in its opinion, is not factually accurate. In addition, Advertising shall not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap.
4. Clicking on an advertisement shall link to an advertiser's site. AAQHC is not responsible for the content on the advertiser's site.
5. AAQHC reserves the right to reject, cancel, or remove at any time any Advertising from their website for any reason and provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising.
6. AAQHC reserves the right to determine the appropriate placement of the Advertising on their website.
7. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws. AAQHC assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if AAQHC Council members become aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the Advertising material may be removed.
8. No Advertising shall be permitted which may injure the good name or reputation of AAQHC.

Types of Advertisements and charges accepted for the AAQHC website

1. Position Advertisements:

These advertisements shall be related to the philosophy of the Association and be free of charge to members of the Association. Non members shall be charged at a cost of \$50 per advertisement and each position advertisement shall be removed from the AAQHC site immediately the closing date is reached.

2. PDF documents:

2.1 Members request - \$100 plus GST for posting on AAQHC website for one month and/or for links to PDF documents not on the AAQHC website.

2.2 Company Advertisements - \$150 plus GST for posting on the AAQHC website for one month and/or for links to PDF documents not on the AAQHC website.

3. Information sent to members via email FREE if distribution requested by a member.