



## **OHIO CHAPTER OF THE AMERICAN COLLEGE OF EMERGENCY PHYSICIANS POLICY STATEMENT**

### **GUIDELINES FOR OHIO ACEP E-NEWS ADVERTISING**

ADVERTISER understands that the quality and layout of the ad is at the discretions of the ADVERTISER, but must also be approved by the PUBLISHER(S).

Publisher warrants that the E-newsletter will uphold high standards of advertising decency and ethics. PUBLISHER reserves the right to refuse any ad for any reason, cancel this contract, and/or return any unused monies due to the ADVERTISER with any cancellation.

General distribution of the E-newsletter will be to the members of the Ohio Chapter of the American College of Emergency Physicians (OHACEP), advertisers and posted on national ACEP's website ([www.acep.org](http://www.acep.org)).

ADVERTISER will hold harmless the editors of this E-Newsletter, Ohio Chapter of the American College of Emergency Physicians, and American College of Emergency Physicians from any lawsuits or legal action arising out of the advertiser's advertisement. ADVERTISER warrants the PUBLISHER has the full legal right to use all of the ad copy and illustrations or photos as submitted for the ad.

#### *E-Newsletter Disclaimer*

Opinions expressed within the *Ohio ACEP E-News* do not necessarily reflect OHACEP's point of view. Advertisement in the *Ohio ACEP E-News* does not imply endorsement of any product or service by the Ohio Chapter of the American College of Emergency Physicians. OHACEP receives and publishes advertisements but neither reviews, recommends or endorses any individuals, groups or hospitals who respond to these advertisements.

#### *Ohio ACEP Guidelines for E-News Advertising*

*Ohio ACEP E-News* is a professional society E-newsletter published by the Ohio Chapter of the American College of Emergency Physicians and the American College of Emergency Physicians. Its sole purpose is to serve as a source of news and information on issues of importance and interest to the emergency physicians of Ohio and surrounding areas. Advertising will be accepted subject to the following rules and regulations:

- Advertisements will be accepted for products or services thought to be of interest to OHACEP members. Advertisements will not be accepted for products or services which are felt to be in direct conflict with OHACEP Board of Directors' endorsed or sponsored programs or activities. Advertisement will be run on a first-come, first-serve basis as space permits. OHACEP is responsible only for providing advertisement space. OHACEP does not review and is not liable for the content of advertisements appearing in the *Ohio ACEP E-News*.
- Initial review of proposed advertisements will be made by the OHACEP Executive Director and/or OHACEP President. Questions or problems which cannot be resolved will be taken to the OHACEP Executive Committee for a final vote.
- Questions and/or problems not resolved satisfactorily by the decision of the Executive Committee will come to the entire Board of Directors for discussion. An advertiser can request a hearing of pertinent information to the OHACEP Board of Directors. Such material will be presented at the Board of Directors' meeting with ample opportunity for both the Executive Committee and the advertiser in question to present significant data. The Board of Directors will then vote to resolve any remaining conflict. The Board of Directors will be the final authority for resolutions of any questions and/or problems relating to the above advertising policies.