



ASVA Advertising Policy

Created: March 1, 2018

Revised: N/A

- A. ASVA has the right to reject advertisements that are not consistent with the values of our profession. Acceptance of all advertising is subject to review and approval by ASVA.
- B. ASVA will not knowingly accept advertisements that discriminate on the basis of an ethnic group, race, religion, gender, sexual orientation, age, and/or ability.
- C. ASVA and its agents shall not be liable for any failure to post an advertisement.
- D. ASVA reserves the right to make changes to its advertising policy.
- E. Membership solicitation by organizations other than ASVA is prohibited.
- F. The advertiser agrees to defend and indemnify ASVA and its publications against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the website of the advertiser's advertisement.
- G. All advertising material must be provided in electronic format with accompanying high-resolution logos in one of the following formats: PNG and JPEG. Logo received in PDF format will result in a request for an alternate format.
- H. All changes and cancellations must be confirmed in writing.
- I. Terms and payments: All rates are in U.S. funds and must be paid in U.S. fund. Payment in full is due prior to posting.

Advertising Levels

ASVA Members

- ASVA will advertise continuing education and professional development workshops operated by current, active ASVA members at no charge as long as the workshop complies with ASVA's advertising and professional standards policy
- Advertisements for said continuing education and professional development workshops will be published on ASVA's website and Facebook page.
- Advertisements for said continuing education and professional development workshops will be published in ASVA's newsletter provided the event occurs after the date of publication.
- All members wishing to advertise a continuing education or professional development workshop are responsible for providing all advertising materials (logos, photos, event information, etc.) in electronic format. ASVA is not responsible for creating advertisements for its members.

Affiliated State Associations

- ASVA will advertise continuing education and professional development workshops sponsored by approved Affiliated State Associations at no charge as long as the workshop complies with ASVA's advertising and professional standards policy.
- Advertisements for said continuing education and professional development workshops will be published on ASVA's website and Facebook page.
- Advertisements for said continuing education and professional development workshops will be published in ASVA's newsletter provided the event occurs after the date of publication.
- All Affiliated State Associations wishing to advertise a continuing education or professional development workshop are responsible for providing advertising materials (logos, photos, event information, etc.) in electronic format. ASVA is not responsible for creating advertisements for Affiliated State Associations.

ASVA Sponsors

- ASVA will advertise official ASVA-sponsor information including company website, products, and services via its website, Facebook page, and newsletters per the sponsorship agreement
- Separate e-blasts and/or Facebook postings advertising events, specials, sales, new products, etc will be done per the sponsorship agreement
- All advertising material must be provided in electronic format with accompanying high-resolution logos in one of the following formats: PNG and JPEG. Logo received in PDF format will result in a request for an alternate format.

Unaffiliated Advertisers

- ASVA will advertise continuing education and professional development workshops for non-members and unaffiliated individuals and organizations provided they offer a minimum discount of 10% of the total registration fee to all current, active ASVA members.
- For non-members and unaffiliated individuals and organizations who donate \$100 or more, ASVA will create separate, individual e-blasts and Facebook advertisements for events or workshops.