

# Nugget Advertising Policy

Approved by the Board of Directors

## Nugget Advertising Standards

1. *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
  - e. advertising for seminars, or other educational programs, that conflict with those offered by SDDS (by date or content)
2. 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 decisions with advertising will be non-discriminatory with regard to gender, religion, age, color, race or sexual preference;
  - c. all advertisements are at will advertisements and 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.
3. 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.
4. The number of advertisements and the percentage of advertising will be reviewed on an ongoing basis by *the Nugget* Editor (Chair of the Editorial Committee) and the Executive Director.
5. Members will receive a 5% discount on all display advertising.
6. Classified advertising: Members will receive ONE free classified advertisement per year.

## Who can advertise?

- Any dentist, member or nonmember (nonmembers at an increased cost)
- 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 will only be 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;
2. Pricing reviewed and approved by Executive Director
3. SDDS reserves the right to accept or reject advertising flyers at its sole discretion for any product or service submitted
4. The inclusion of an advertisement flyer in an SDDS mailing is not to be construed or publicized as endorsement or approval by SDDS. The words "PAID ADVERTISEMENT" must appear plainly on the top front panel of each flyer.

## Mailing Labels

Complete membership mailing labels may be provided for a fee to members, applicants, component societies and auxiliaries, educational institutions, exhibitors and non-members in accordance with the following:

1. Members, nonmembers and vendors: when advertising in *the Nugget* is NOT an option (11/3/2010)
2. Member uses such as announcement of a new practice location or associate; may be charged a lower fee than commercial use.
3. Member commercial use (such as CE or advertising promotion and/or opportunities) may be charged a higher fee. (11/3/2010)
4. Member requests will be evaluated by the Executive Director, Editor or President to determine the fee category they belong in. (11/3/2010)
5. Mailing labels shall not be duplicated without written permission.
6. Promotions in any mailings will be in accordance with established advertising guidelines. (5/19/1995)