

NDEP Commercial Messages Policy

Purpose

This policy outlines guidelines for the posting of commercial messages on the website/newsletter and other media outlets maintained by NDEP (Nutrition and Dietetics Educators and Preceptors). A commercial message is defined as any public communication that advertises or draws attention to a business, business-related activity, professional individual, product, sale, sales event, service, or any other form of business solicitation, including brand presentations. This does not include ACEND-accredited programs and other groups that are within the Academy of Nutrition and Dietetics.

Approval and Sponsorship

- Any individual or entity interested in posting a commercial message must adhere to this policy.
- Commercial messages may be posted only upon receiving approval and sponsorship from the NDEP or its designated representative, hereinafter referred to as NDEP.

Package Offers

The following packages are available for purchase to advertise commercial messages on NDEP's various media outlets as well as an opportunity for discounted rate to sponsor the NDEP annual meeting.

- Package 1: Basic Package -- \$200
 - Inclusion in two quarterly newsletters.
 - **Advertisement will be ¼ of the page.**
- Package 2: Enhanced Package - \$800
 - Inclusion in 4 quarterly newsletters with a brief description and logo.
 - Advertisement listed on the NDEP website.
 - **Advertisement will be ½ of the page.**
- Package 3: Premium Package - \$1200
 - Inclusion in four quarterly newsletters with a detailed description, logo, and hyperlinked website.
 - Advertisement listed on the NDEP website.
 - **Advertisement will be ¾ of the page.**
 - Inclusion of a detailed description, logo, and hyperlinked website at the annual NDEP meeting.
 - Discounted rate to have a table at the NDEP annual meeting.

Procedure

- Interested parties seeking to post a commercial message must submit their request to NDEP at least 45 days prior to the intended posting date. Requests should include the following information:
 - Sender's name and contact information
 - Business name and description
 - Message content and purpose
 - Intended posting date(s)

- NDEP will review the request within 14 business days and assess its alignment with NDEP's objectives and this policy. Approval or rejection will be communicated to the requesting party via the provided contact information.
- If the commercial message is approved, the requesting party will receive instructions for submitting payment.
- Upon receipt of the package fee, NDEP will schedule the approved commercial message to be posted using the media outlets outlined in the selected package listed above.

Message Content Guidelines

- Commercial messages must be accurate, factual, and compliant with all Academy guidelines for corporate sponsors and policy for commercial advertisements.
- Content should be concise and clear, with a focus on delivering valuable information to the NDEP.
- Content should be compliant with American Disability Act (ADA) guidelines.
- Brand presentations within commercial messages should be presented in a professional and non-disruptive manner.
- Messages must not contain offensive, discriminatory, or inappropriate content.
- Includes a statement that the content provided does not constitute endorsement or recommendations by NDEP.

Non-Endorsement

The posting of a commercial message does not constitute an endorsement or recommendation by NDEP. NDEP is not responsible for the content, products, or services offered by the commercial message sender.

Policy Enforcement

Failure to adhere to this policy may result in the rejection of commercial message requests and potential exclusion from future commercial messaging opportunities.

Amendment

NDEP reserves the right to amend or modify this policy at any time. Notice of such changes will be communicated to all relevant parties.

By participating in the commercial messaging program individuals and entities acknowledge their understanding and agreement with the terms outlined in this policy.