

Illinois Academy of Nutrition and Dietetics Advertising Regulations

These Regulations apply to advertising with the Illinois Academy of Nutrition and Dietetics (IAND) in all forms outlined in this booklet.

1. The Illinois Academy of Nutrition and Dietetics (IAND) reserves the right to evaluate all statements and visual images in advertisements and to refuse to accept any copy or image that does not conform to the IAND policy or philosophy. No IAND board is needed for veto if both the IAND President and IAND President-Elect veto a particular advertisement, sponsor of any kind, or purpose for label rental. This applies to new, current, and previous advertisers.
2. "Advertising" is defined as information intended to support, promote, or advocate products, services, or events available to members and supporters of IAND for their purchase, acquisition, use, or participation. All advertisements under consideration by IAND should be generally recognized as being a product or service, which is beneficial to the health of the public and/or clients, or to nutrition/dietetic practitioners in the performance of professional duties.
3. The Illinois Academy of Nutrition and Dietetics (IAND) adheres to federal, state, and where applicable local laws regarding discrimination on any basis. IAND urges advertisers to review their advertising copy prior to submission. IAND reserves the right not to publish any advertisement, the nature or content of which IAND considers in its sole judgment, to be discriminatory or otherwise unacceptable. By advertising with IAND, organizations and individuals agree that they are Equal Opportunity Employers.
4. IAND name or logo may not appear on the advertiser's web site content without the written expressed permission of the IAND President.
5. Publication of an advertisement should not be construed as endorsement of the product, service, product claims, or company by either IAND or its members. Advertisers should expect that a disclaimer be printed to that effect in the associated IAND medium.
6. Books, audiovisual materials, and computer software programs must be reviewed by a designated representative of the IAND Board before advertising copy for these products can be given full acceptance. If a published review of the item in the Journal of the American Academy of Nutrition and Dietetics or another peer-reviewed journal exists, the advertiser is encouraged to submit it for consideration.

7. Continuing education programs by any organization, except the Illinois Academy of Nutrition and Dietetics (IAND) or its affiliated IAND districts and the American Academy of Nutrition and Dietetics, are considered advertising and are subject to the terms, rates, and conditions of advertising.
8. All advertisements must be clearly identified by trademark and/or signature of the advertiser.
9. Statements that accompany advertising should be accurate, ethical, and carry no direct or implied disparagement or discrediting of another product. However, fair comparisons, backed by scientific evidence, are acceptable.
10. Statements of properties, performance, nutrient values, beneficial results, etc., of products should be such that they can be verified by adequate experimental data available in the literature or submitted from a reputable laboratory.
11. There should be no statements which are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
12. Advertisements for special purpose foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request. If the advertiser elects to state the nutritional value in terms of RDAs or DRVs, as well as the quantitative nutritional analysis, current federal regulations governing nutritional labeling should be followed or this information offered on request.
13. The IAND does not accept advertising copy which includes the names, professional affiliations, and/or photographs of professional and supporting personnel in managerial and supervisory positions in food service. . Exceptions may be considered by the IAND Board. For example, an exception includes individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the author.
14. The IAND does not accept advertising for contests.
15. The correct spelling of dietitian is with a “t” – not a “c”.
16. IAND sells advertisement “space” only. IAND will not guarantee that advertisers will experience an increase in sales, requests, or traffic.
17. The forwarding of an order is construed as an acceptance of rates and advertising conditions in effect at the time of sale.
18. The Illinois Academy of Nutrition and Dietetics (IAND) (and its contractors) shall not be liable for any failure to print, publish, or circulate all or any portion of

advertisement accepted by IAND if failure is caused by acts of natural disaster, strikes, accidents, or other circumstances beyond IAND's control.

19. In consideration of the publication of an advertisement, the advertiser and its agency jointly and separately agree to hold harmless and indemnify the Illinois Academy of Nutrition and Dietetics (IAND), its officers, directors, members, agents and employees from and against all liability, including attorney's fees, arising from the content of advertisements including but not limited to text, representation, and illustration.
20. The IAND's liability for any error will not exceed the charge for the advertisement in question.
21. The IAND is not responsible for the return of any material submitted.
22. For the best quality, photographs, illustrations, artwork, or logos should be camera-ready. In the event that the material is not submitted in reproducible copy, the additional expenditures by the publisher for labor or material will be billed to the advertiser.
23. Advertising opportunities are on a first-come first-serve basis. IAND reserves the right to limit the number of flyer insertions, website banner and button ads, and exhibitors.
24. No cancellations for advertising can be accepted after the closing date for copy. Refunds for cancellations prior to the closing date will be less any shipping, handling, materials, or any other charges incurred by IAND. Once acknowledgement via the "Sponsors of the Month" email occurs, the costs associated with cancellation will include a \$100 advertising fee, in addition to the aforementioned charges.
25. Upon publication, the advertising organization will receive a copy of the publication containing the ad. A link to the web advertising will be emailed to the customer.
26. There will be no recognition of sponsorship without 50% deposit towards payment for services. Recognition of sponsorship via "Sponsors of the Month" email and news Bulletin occurs after full payment is received.
27. Payment is expected in full within 30 days following the event or distribution, except where indicated otherwise (e.g., printing flyers). An invoice will be sent by IAND to the advertiser. Payment should be in the form of a check or money order or credit card number **made payable to Illinois Academy of Nutrition and Dietetics**, and sent to the address on the cover of this guide. Advertisers whose payments are not received within that time frame will be subject to prepayment for future advertising opportunities.
28. All fees are net. Commissions are not given.