



## DISPLAY ADVERTISING GUIDELINES

The International College of Dentists USA Section invites advertising in its publications as a way of keeping our Fellows aware of new products and/or services which may improve the quality of dental care. Advertising which appears in our publications must be factual. The appearance of an advertisement in our publications is not to be taken as an endorsement by the ICD USA Section or any of its committees. The ICD USA Section reserves the right to accept or reject any advertisement submitted for publication.

### THE ADVERTISING RATES IN THIS PACKAGE INCLUDE:

1. Ad in our annual print and digital “KEY” journal which is mailed and emailed to 6000+ Fellows of the ICD USA Section with a hyperlink to your website in the digital format.
2. Ad in our biannual print and digital “KEYNOTES” journal which is mailed and emailed to 6000+ Fellows of the ICD USA Section with a hyperlink to your website in the digital format.
3. Hyperlink to your website in our monthly e-newsletter “KEY-MAIL” which is emailed to 6000+ Fellows of the ICD USA Section.

### GENERAL GUIDELINES:

1. All advertisements submitted for publication will be reviewed.
2. Advertisements must be factual and not misleading. The ICD USA Section will have the right to request further information at its sole discretion.
3. Advertisements will not be accepted if they are in conflict with ICD policies, with the ICD USA Section Constitution and Bylaws, or if they are offensive.
4. The ICD USA Section reserves the right to reject advertising for any controversial product or service at its sole discretion.
5. Advertisers certify that the copy and graphics submitted for publication are in accord with all laws and regulations covering new drug applications and prescription drug advertising. However, acceptance by the ICD USA Section is not to be taken as a guarantee that the manufacturer has complied with all of the laws and regulations.
6. Unless a product has already obtained the ADA Seal of Approval, all published and unpublished scientific data concerning product safety, operation and usefulness will be required.

7. Unfair comparisons of a competitor's products or services will not be allowed. Any comparative claim must be true as it appears within the context of the advertisement.
8. Claims of safety or effectiveness must be supported by at least one well-designed clinical study. A footnote referencing the study should be published with the advertisement. All available studies should be submitted upon request.
9. Alcoholic beverages and tobacco products will not be eligible for advertising.
10. The name of the advertiser, the product or the service being offered must be clearly identifiable in the advertisement. In the case of a drug, the generic name of each active ingredient must be shown.
11. Advertising that simulates a written article must be clearly identified as an advertisement.
12. Guarantees may be used in advertising if they are true. The advertisement must show the full terms of the guarantee, or indicate where the full text of the guarantee may be examined before purchase.
13. Quoted testimonial statements by individuals, public officials, government agencies, testing groups or other organizations may only be used with their written consent.

Inquiries concerning Advertising Standards of the ICD USA Section may be made by email at [office@usa-icd.org](mailto:office@usa-icd.org), by phone at (301) 251-8861, or by writing to International College of Dentists, USA Section, 610 Professional Drive, Suite 201, Gaithersburg, MD 20879.