

Montana Dietetic Association (MDA) Communications Policy

Effective Date: 5/23/07

POLICY:

The Montana Dietetic Association (MDA) accepts commercial advertising for its newsletter, *Food For Thought*; Web site, some special-purpose publications and other forms of communication.

GUIDELINES:

1. MDA reserves the right to review all proposed advertising copy and to refuse to accept any copy that does not conform to MDA/ADA policy or its philosophy.
2. Statements in advertising copy should be ethical and carry no direct or implied disparagement of another product. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
3. Advertisements shall comply with the laws and regulations of the United States and the State of Montana.
4. Acceptance of advertising does not represent an MDA endorsement of the advertiser, product or service.
5. MDA shall take reasonable steps to ensure that the acceptance and placement of advertising does not undermine MDA's reputation for professional integrity.
6. The size and quality of the ad space should not be such that it impedes the professional presentation and general appearance of the web site/newsletter or any page attached to either.
7. The newsletter editor/MDA Web site contact person will be responsible for responding to and including advertisements and job postings as they are forwarded to him/her.

PROCEDURES:

1. Advertising copy will be reviewed for acceptance by the MDA president and president-elect, which may call upon other MDA member resources as deemed appropriate. If there are significant differences of opinion with regard to the ad's acceptability, the matter will be brought before the MDA board for resolution.
 - a. The proposed advertising copy, graphics and layout will be reviewed to make sure that it conforms to MDA's advertising policy and to any editorial guidelines and policies specific to the particular publication, medium or piece of communication in which the ad would appear.
 - b. The reviewer may reject the advertisement, may require changes to the ad before approving it or may approve it as it is.
2. Statements of properties, performance, nutrient values, beneficial results, or other product claims should be such that they can be verified by adequate peer-reviewed, scientific data available in the literature or submitted from a reputable laboratory.
3. Nutrient and health claims should be consistent with Federal regulations governing food labeling and advertising.
4. If the advertiser elects to include the nutritional value of a product, it should be stated per serving or per day as actual nutritional content, percent DRI (Daily Reference Intake) or percent daily value.
5. Advertisements for special nutritional products and modified foods must include a list of ingredients and the quantitative nutritional analysis of the product or must offer to supply this information on request.

6. Layout, artwork and format shall be such as to avoid possible confusion with editorial content. The word “advertisement” may be required at the discretion of MDA.
7. To be consistent with general ADA style, the spelling with a “t” (“dietitian”) should be used in all advertising copy rather than the “c” spelling (“dietician”).
8. An advertiser may not misrepresent the advertising relationship with MDA as an endorsement by MDA. Advertisers may not use their collateral marketing materials to publicize that their advertisements have appeared in an MDA publication or on the MDA Web site.
9. MDA does not accept ads involving sweepstakes or prize drawings; and ads inviting readers to participate in a survey.

Additional Web Site Procedures

1. Advertisement space for MDA's website will be limited to advertisements that would promote products and/or services that are deemed to be of significant interest to our registered dietitian members and other health care professionals, or that will function as a fundraiser for MDA (sales of advertised products or services to benefit MDA).
2. An advertisement on the MDA Web site may contain one or more embedded direct links to pages on the advertiser's Web site. MDA reserves the right to review and approve the advertiser's Web page that is directly linked.
3. Wherever a direct link to a third party Web site is used, the following message should be placed in close proximity to the link: “MDA does not endorse the content, products or services on other Web sites.”
4. The MDA logo may not appear on an advertiser's Web site without prior written approval from MDA. However, advertisers may use links to send their Web site users to the MDA Web site for information.

Approval:

All advertisements (source and general content) must be approved by the MDA President and President-Elect before inclusion on the web site.

Charge:

Advertisers on the MDA web site will be charged \$120 per quarter for a web page banner ad. Charges for larger and smaller ads will be determined by a majority of a quorum of the board of directors on a case-by-case basis.

The MDA Web site contact person will prepare an invoice for the treasurer who will invoice the advertiser.

Additional Newsletter Procedures

Advertisement space for MDA's quarterly newsletter will be limited to advertisements that would promote products and/or services that are deemed to be of significant interest to our registered dietitian members, or that will function as a fundraiser for MDA (sales of advertised products or services to benefit MDA).

Approval:

Advertisements (articles and information) must be approved by the President and President-Elect prior to inclusion in the newsletter.

Charge:

On August 7, 2002, the MDA board approved the following ad rates for the newsletter:

1/8 page = \$30

1/4 page = \$60

1/2 page = \$120

The newsletter editor will prepare an invoice for the treasurer who will invoice the advertiser.

Job Postings:

Web Site

The MDA Web site contact person for the board will be responsible for responding to and posting jobs as they are forwarded to him/her, and removing them when they are outdated.

Charge:

Jobs will be posted for \$60 for a job announcement for out-of-state jobs and at no charge for in-state job announcements.

The MDA Web site contact person will prepare an invoice for the treasurer who will invoice the advertiser.

Newsletter

The newsletter editor for the board will be responsible for responding to and posting jobs as they are forwarded to him/her.

Charge:

Job advertisements will be charged the same amount as other newsletter advertisements whether for in-state or out-of-state jobs. On August 7, 2002, the MDA board approved the following ad rates for the newsletter:

1/8 page = \$30

1/4 page = \$60

1/2 page = \$120

The newsletter editor will prepare an invoice for the treasurer who will invoice the advertiser.