



## **ADVERTISING POLICIES TERMS AND CONDITIONS**

- All advertising is subject to acceptance by the San Francisco Dental Society as to character, content, layout, text and design.
- Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the San Francisco Dental Society.
- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by The Bridge editorial staff. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.
- Comparative advertising of dental products and dental services is not allowed.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by SFDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and **MUST BE** submitted as camera ready art (CMYK, 300 DPI, JPEG or PDF file, Outline Fonts. Flatten & Embed Images; if you have another format, contact the SFDS to confirm if it can be accepted).
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within same calendar year to earn a frequency discount.
- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the “single insertion” rate for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.
- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of SFDS.
- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.
- The publisher shall have no liability for errors in type.
- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys’ fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- If you have purchased ad space, but do not provide us with artwork, you will not receive a refund.
- Rates are subject to change.