

Overview

Advertising is the commercial use of media to heighten consumer and stakeholder awareness or familiarity with BCND and/or NDs who are BCND members. The term media includes, but is not limited to: television, radio, newspaper, websites, social media, billboards, bulletins, banners and printed materials.

BCND welcomes third party advertisements in its bulletin but is also vigilant in ensuring that such advertisements demonstrate the professionalism, integrity, independence, trust, reputation, credibility, and moral capital already inherent in the Association's brand.

Guidelines for Advertising

The BCND Board of Directors reserves the right to refuse an advertisement. The board may reject an ad due to the promotion of illegal materials, potentially infringing materials including trademark, copyright infringements, or reference to material containing, in the board's opinion, inappropriate content, or for any other reason. In the event of demand exceeding display ad space, the board will give priority to repeat advertisers and full-page colour ads. The board may also cap the volume of advertisements an advertiser places in any given issue at its own discretion. Advertisements for multi-level marketing are not permissible.

Additionally:

- BCND does not discriminate on the basis of age, race, color, religion, gender, sexual orientation, national origin, physical or mental disability, veteran status, marital status, or the numbers and ages of dependent children in its own employment practices and will not knowingly permit advertisements from suppliers or organizations that support discriminatory practices.
- Advertisers are encouraged to use gender-neutral terms in ad text because the use of certain pronouns, i.e., him or her, in ad text could under certain circumstances be taken to imply discrimination (not necessarily job discrimination) on the basis of gender.
- Advertising of educational content will be restricted to those programs, schools or other institutions fully accredited by regional or other institutional accrediting associations.
- The Association reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical, or professional issues.
- Two or more advertisers are not permitted to use space under the same contract; subsidiaries of parent companies are considered as separate advertisers, unless space is reserved through the same agency.
- It is the responsibility of private agencies to ensure that they are in compliance with provisions of the provincial codes and laws which relate to protected titles.
- BCND's acceptance and publishing of advertising will comply with the laws and regulations of Canada and the Canadian Code of Advertising Standards.
- The BCND advertising policy is subject to change at any time.

General Information for All Advertisements

Acceptability

The acceptability of an ad for publication in any of BCND's online sources, publications or newsletters is based upon legal, social, professional, and ethical considerations. The Association reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of BCND, or which by its tone, content, or appearance is not in keeping with the values of the BCND.

Advertisers are encouraged to describe products and services in an accurate and complete manner. The Association reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information.

Content

BCND will consider requests for commercial advertising of any product or service on its website, publications, and other collateral material on the BCND web site if such advertising is deemed to be appropriate for members of the public, members of BCND and is in alignment with the College of Complementary Health Professionals of BC code of ethics.

BCND will publish both industry sponsored and unsponsored third party content related to continuing education programs and events; employment opportunities, professional development and networking for BC NDs.

Copy & Design

Advertisements that resemble the format and layout of the BCND website or printed materials will not be accepted without the label "Advertisement." Additionally, BCND reserves the right to add its own specific disclaimer to any ad.

Prices do not include the costs of preparation of advertisements for print or web. Typesetting, camera work, copy changes, and design will be billed separately. Design charges are 20% of the ad price for the first 4 hours, and \$25 plus GST thereafter.

Editorial Control

BCND maintains a clear separation between editorial and advertising decision-making; current or potential advertisers may not dictate the form or substance of the editorial content appearing on the BCND website, in publications or products. The Executive Director has full responsibility for ensuring compliance with BCND advertising policy.

BCND will clearly distinguish advertising from membership, association business or health information content, using identifying words, design or placement. BCND communications are designed to avoid confusion between advertising and editorial content.

BCND readers must be able to readily distinguish between promotional and editorial material. Toward this end, BCND will not run "advertorial" content that is not clearly identified as such.

Use of BCND Reputation or Brand

If advertisers wish to provide a link to our site from their site, you may link to our home page ONLY by referencing www.bcnd.ca. Advertisers cannot use any of our icons or logos on their website or printed materials without our written and expressed permission, and they may not use the link to our homepage to suggest that we sponsor, endorse, approve or are affiliated with them, their business or website. Permission to use our icons or logos can be revoked for any reason at any time.

Copyright and Permission to Reproduce

The content of our website is for your personal and non-commercial use. The names, logos, symbols, trademarks, photographs, and/or likeness, graphics, illustrations, video, music, sound, images and other materials available are protected by copyright and trademark laws and may not be used or reproduced without the prior written approval of the BCND to whom they belong.

Unless otherwise stated, text on our website may be reproduced for non-commercial personal purposes only, provided any copyright and other notices are retained. Further, any reproductions may not be represented as an official version of the materials reproduced, or as having been made in affiliation with or as endorsed by BCND. Downloading, copying, selling or distributing any content from this website is prohibited except as provided above.

Third-Party Information or Links

The listing of third-party products, services or websites on the BCND website or in BCND digital or printed materials does not constitute or imply the Association's recommendation or endorsement of these services, products or points of view, unless explicitly stated. Listing of third-party products or advertising should be in the spirit of health and wellness.

BCND does not collect information or data on behalf of third-party organizations or advertisers. Advertisements may include links to third party websites.

Any listings of services, products or other resources are samples only and are not exhaustive.

The information on this site is not intended as medical advice or a substitute for obtaining medical or other professional advice. If you have specific questions or concerns about your health, please consult a primary healthcare provider.

Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in a BCND publication or on the BCND website.

Website Links

This website contains links to the websites of outside organizations. By providing these links, BCND is not endorsing these websites or implying any affiliation or association with the organizations concerned. The Association is also not responsible for the privacy practices, content, transactions and the functioning of those sites.

Disclaimer of Warranties and Liabilities

While the BCND undertakes reasonable efforts to provide current information on website and in other digital or printed materials, we do not guarantee the accuracy or completeness of the information or the availability of this website. The information on this website is provided on an 'as is' and 'as available' basis. The BCND makes no representation regarding the content on this website or its suitability for any purpose and disclaims all warranties of any kind, whether express or implied, including warranties related to merchantability, fitness for a particular purpose and non-infringement.

Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. BCND is not responsible for any claims made in an advertisement.

The Advertiser assumes liability for all ad content including text preparation, content and illustrations. It is understood that the Advertiser will indemnify and hold BCND and its employees harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.

Any Advertiser claims for errors will be examined on a case-by-case basis with discounts offered for the advertisement in question or on the Advertiser's next order, provided that it is determined that BCND made the error and that the Advertiser can show that such error significantly affected advertising results.

In no event shall BCND be liable to any person, business or organization of any kind, for any claims of direct, indirect, special, incidental, consequential, or other damages based on or arising from any use of this website or any other website and their contents to which this site is linked, whether arising in contract, or otherwise.

Opportunities

1. BCND Bulletin: Our quarterly publication keeps our members abreast of the state of the profession and the association's efforts for the period. Cost, size and submission details are found here: <https://www.bcnd.ca/bcnd-bulletin/>.

2. Banner Ad: Our members log in to our site to browse our benefits, tools and critical information daily. The landing page after login features a banner to advertise to members and link directly to your website. Ad space is available for booking three months at a time, in quarterly cycles (Jan-Mar, Apr-June, July-Sep, Oct-Dec) at a cost of \$600.00 for a three-month period.



3. BCND Events Calendar. For a free alternative, members can post here: <https://www.bcnd.ca/events/>.