



## **NCCAP ADVERTISING POLICY 2018**

NCCAP accepts advertising in certain of its professional publications and websites, meeting, event and symposium publications. Advertising revenue is used to support the activities of the NCCAP.

The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence educational or editorial content. Members and the public count on NCCAP to be an authoritative, specialized and independent credentialing organization for the Activity Profession. Public confidence in our objectivity is critical to carrying out our mission.

NCCAP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions With Companies, Standards for Advertising which states in pertinent part:

“Advertising should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles. Placement of advertising adjacent to articles or editorial content discussing a company or product that is the subject of the ad should be prohibited. Advertising should be subject to review by the CEO and Board. Advertising for CE activities or credits should also comply with requirements for advertising.”

### **ADVERTISING ACCEPTANCE**

1. NCCAP has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by the CEO and Board of NCCAP. In no case shall separate agreements with the NCCAP or its subsidiaries supersede this policy.

2. Advertising for the following categories is prohibited: alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a miracle cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.



3. Advertisements new to NCCAP may require pre-approval before they can appear.
4. Advertisers may be required to submit supporting documentation to substantiate claims, if any.
5. While the NCCAP welcomes and encourages information-rich advertising, advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content and may require special labeling to distinguish them as such.
6. In NCCAP professional publications and web sites, the intentional placement of advertising adjacent to articles discussing the company or product that is the subject of the ad is prohibited.
7. Advertisements may not imply endorsement by the NCCAP or its publications/web sites except as may be provided for under a separate agreement—in which case advertising must be preapproved to ensure adherence to the letter and spirit of that separate agreement.
8. NCCAP’s published advertising policies are not exhaustive and are subject to change at any time without notice.

### **WEBSITE DETAILS AND RATES**

1. Adverts appear individually and rotate in sequence with others adverts in the Sponsor Box visible on each page of the website.
2. Advert Size should not be less than 400 px wide and in a business card format.
3. Price: \$125/month with a 3-month minimum: \$375.
4. Include website URL to embed.
5. Adverts post on website within 1 week after payment is received (payment details below).
6. Email your logo or advert to: info@nccap.org.



# National Certification Council for Activity Professionals

*Setting Standards of Excellence for Quality of Life through Education*

317 Office Square Lane, Suite 202A, Virginia Beach, VA 23462 USA | (757) 552-0653 | info@nccap.org

## APPLICATION

Company or Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

Description of Product/Service: \_\_\_\_\_

**PAYMENT:** \$125/month with a 3-month minimum of \$375

**Check:** Make check payable to: "NCCAP" and mail to: NCCAP, 317 Office Square Lane, Suite 202A, Virginia Beach, VA 23462.

**Credit Card:** Call NCCAP Office (757-552-0653) or Email below details to info@nccap.org:

Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Zip Code of Card's Billing Address: \_\_\_\_\_ CVV: \_\_\_\_\_ Expiration: \_\_\_\_\_

Authorized Payment Name: \_\_\_\_\_