



MOST Advertising Policy

Last updated: May 2, 2007

MOST (Mothers of Supertwins) accepts advertising and sponsorship for its magazine, website and e-mail service according to the following policy:

Advertisement Approval

All advertisements are subject to approval of MOST, which reserves the right to reject or cancel any advertisement at any time. All advertising contract submissions are treated as requests since advertising inventory constantly changes. MOST cannot guarantee fixed positioning.

MOST reserves the right to reject advertising for any reason and does not accept revenues/ grants from advertisers or sponsors whose ads and promotions are inconsistent with MOST's mission. For example, MOST does not accept ads for:

- ~ alcoholic beverages
- ~ tobacco products
- ~ gambling services
- ~ firearms
- ~ products or services of a sexual nature
- ~ any product deemed unsafe or inappropriate for the families MOST serves

In addition, ads must not contain fraudulent, deceptive, or offensive material. Advertisements for products of a medical nature or that may pose a safety hazard to young children are subject to approval by MOST's Board of Directors and Professional Advisory Board.

MOST only considers advertisers with a good reputation that employ reputable competent specialists in their field. If we receive complaints supported by enough evidence against any of the advertised services or products that the product does not fit the advertised claims, MOST reserves the right to cancel or remove such advertising and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any advertising, together with an explanation following the rejection, cancellation, or removal.

Any reference to MOST, its affiliate organizations,

or MOST products/services in advertisements, promotional material, or merchandising is subject to the prior written approval by MOST.

Advertisement Identification

All advertisements must clearly identify the advertiser by trademark or signature, and all advertising that appears on the MOST website and MOST e-News will be clearly distinguished from editorial content through the use of the terms "Advertisement", "Advertisor", "Affiliate Program", or "Sponsor."

Advertiser Influence

*Acceptance of advertising or sponsorship, **does not** imply an endorsement or promotion of the sponsor, nor its content, products, or services by MOST.*

MOST does not shape content to accommodate advertising. MOST will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article or online content mentioning that product.

Advertisers do not influence any of our editorial decisions or advertising policies. MOST advertising sales representatives have no control over specific editorial content before it is published.

Advertisers have no control or influence over the results of searches a user may conduct on the MOST website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).

Advertisement Compliance

MOST will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this policy.

MOST does not allow the posting of advertisements or solicitations of business on any of our public or members only forums. See the [MOST Forums Terms of Agreement](#) for more details.

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Advertisers must respect the terms of our privacy policy. MOST does not release personally identifiable data on MOST members, the users of our websites, or e-mail newsletter subscribers to advertisers. Only aggregate statistical data is released. Advertisers may request statistics that show aggregated data about current traffic or circulation as well as response to their advertisements, including the number of page hits, email distributions, and issue circulation. See the [MOST Privacy Policy](#) for more details

Advertiser links to other websites cannot prevent a user from easily returning to the MOST website and MOST does not allow third-party sponsors to place cookies in any ads/logos placed on the MOST or PremieCare websites or e-News newsletters. See the [MOST Website Terms of Use](#) for more details.

Advertised products must be compliant with US regulations. MOST reserves the right to review all advertising for compliance with applicable laws and regulations and, if we become aware of any breach or potential breach of any applicable law or regulation or of these guidelines, we may remove the advertising. This includes:

- ~ Pharmaceutical advertising to physicians that must be in compliance with FDA guidelines for Direct to Physician (DTP) advertising.
- ~ CME programs that must be labeled in accordance with the guidelines of the Accrediting Council for Continuing Medical Education (ACCME) and any other relevant accrediting bodies.
- ~ Pharmaceutical products (including New Drug Application products) that are subject to FDA oversight that must comply with FDA regulations regarding advertising and promotion.
- ~ All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on gender, age, race, religion, marital status, or physical handicap will not be accepted.

All provisions of this Advertising Policy are governed by the laws of the State of New York.

Advertisement Liability

In consideration of publication of an advertisement, the advertiser agrees to indemnify and hold harmless MOST, the MOST Board of Directors, Professional Advisory Board, and General Board, employees, and all MOST volunteers against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

MOST shall not be liable for any failure to publish any contracted advertisement; however, MOST shall make a reasonable effort to place such advertisements in subsequent available space. In addition, MOST is not responsible for incidental or consequential damage for errors in displaying an ad.

In the event of nonpayment, MOST reserves the right to hold advertiser or ad agency liable for such monies as are due and payable to MOST

Changes to this Policy

MOST may change the terms set forth herein at any time, however changes will not go into effect on existing ads until the end of the agreed upon term. If our advertising policy changes in significant ways, we will make every effort to notify advertisers of the changes. Minor changes to the policy may occur that will not affect the overall goals this policy is designed to achieve. Policy changes will be posted on our websites as soon as possible.

Questions regarding this policy should be sent in an email to MOST at Info@MOSTonline.org.