

## Digital Advertisements and Sponsorships Guidelines & Policies

1. All direct competitors' advertising is prohibited.
  - a. SCCE & HCCA may also reject a message if the offer is competitive with SCCE & HCCA's offerings (including live conferences, webinars, or publications).
2. All materials are subject to approval from SCCE & HCCA for the creative content, the message, and the offer delivered.
3. E-Newsletter and Website Ads:
  - a. Ads for surveys or webinars are not permitted.
  - b. Third-party discounts specifically directed to SCCE & HCCA members (e.g., "SCCE & HCCA members save 10% on this program") are not permitted.
  - c. Claims made about products or services must be valid. It is not necessary that claims be validated in the ad copy but claims and facts must be substantiated if requested by SCCE & HCCA.
  - d. Ads must not specifically address "SCCE & HCCA members."
4. Webinar and podcast sponsorships:
  - a. Once the sponsorship message has been added to a webinar email, podcast, and/or accompanying blog post graphic, it cannot be revised or deleted.
  - b. Messages cannot contain an active call to action, only describe the sponsor's products/services.
  - c. The URL must be for the home page of the sponsor.