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SERVICES, INC.

# Advertising/Job Posting Policy for APA/APASI Media

The acceptability of an ad or job posting for publication in APA/APASI media is based upon legal, social, professional, and ethical considerations. In addition, an ad or job posting must be in keeping with the generally scholarly and professional nature of the publication. The general policy is stated as follows:

“The media channels of the APA/APASI are published for, and on behalf of, the membership to advance psychology as a science, as a profession, and as a means of promoting human welfare. The association reserves the right to, unilaterally, REJECT, OMIT or CANCEL advertising or job postings which it deems to be not in the best interest of APA/APASI, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on APA/APASI.”

Elaboration of the above general policy is contained in the following specific statements about the kind and content of ads/job postings that are not acceptable for publication in APA/APASI media.

The statements are intended to establish guidelines for APA/APASI personnel responsible for administering the policy and also for advertisers and employers in submitting ads or job postings for publication in APA/APASI media.

- The APA/APASI undertakes to comply with the letter and the spirit of Title VII of the Civil Rights Act of 1964, the Age Discrimination in Employment Act of 1967, the Veterans' Re-employment Rights Act Handicap Bias, the Vietnam-Era Veterans' Readjustment Assistance Act of 1974, and the Americans With Disabilities Act of 1990. As such, the Association endeavors to 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 its media to be used by others in support of discriminatory practices.
- APA/APASI works to promote diversity across all APA/APASI media. As such they encourage advertisers and employers to incorporate imagery and terms that are inclusive of all aspects of cultural diversity. Additional information and resources can be accessed in the [APA EDI Framework](#) and in [APA's Inclusive Language Guidelines](#).
- Advertising submissions will be reviewed for clinical and scientific evidence-based supporting documentation to include independent studies published in peer-reviewed scientific outlets. Documentation will be reviewed based on research methodology, sample sizes, and the number of studies.
- Before a technology or software provider, or digital service related to telehealth or other healthcare application, is permitted to advertise, exhibit, post a job, or sponsor with APA/APASI, they will be evaluated by professional staff (as applicable) against the criteria outlined in APA/APASI's [Technology Advertising Policy](#).
- All corporate supporters, advertisers, sponsors, exhibitors, or employers who purchase digital e-booklets, paid topical webinars, or paid topical content will be required to sign an [APA/APASI Data Exchange Agreement](#) prior to the release of advertiser leads. Only those leads who opt-in to receive corporate supporter/advertiser/sponsor/exhibitor/employer information will be shared. All leads will be sent in a secure encrypted manner.
- Advertising of educational programs in APA/APASI media will be restricted to those schools or other institutions fully accredited by regional or other institutional accrediting associations recognized by the U.S. Department of Education. In addition, for those areas of professional psychology offering doctoral-level programs where APA or CPA

accreditation is currently provided (e.g. clinical, counseling, school, combined) APA/APASI will restrict advertising to only APA and CPA accredited programs. Those programs accredited by either the American Psychological Association or the Canadian Psychological Association must state that they are APA or CPA accredited and include contact information for the APA or CPA Accreditation Office.

- Due to privacy considerations requests to purchase APA/APASI mailing lists will not be considered.
- The Associations reserve the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical or professional issues.
- Advertising in APA/APASI media for the purpose of re-selling psychological tests will be declined.
- Advertising requests for research purposes will not be considered.
- Advertising requests from credentialing groups or professional boards will be limited to only those organizations with specialties or diplomats recognized by APA/APASI.
- As a general rule, candidates for the office of APA President may not be featured (within text or photographs) in advertisements appearing in APA/APASI media during the election period (April through November). Exceptions to this rule include an advertisement for a book authored or edited by a presidential candidate or the inclusion of a candidate's name in a department faculty listing. A final determination of the appropriateness of any mention of an APA presidential candidate within an ad will be made by APA's executive editors and may include consultation with the APA Elections Committee.
- Pharmaceutical advertisements must conform to all federal regulations and policies of the Food and Drug Administration in every respect. It should be noted that the regulations of the Food and Drug Administration provide exacting legal controls over the claims that drug advertisers may make for their products and require them to state contraindications, hazards, etc., unless "reminder advertising" makes no product claims. Adherence to legal requirements concerning the content of drug advertising is the manufacturer's responsibility. The disorder or symptom for which a drug or other product is being recommended must be prominently stated within the advertisement, except in reminder advertisements, as provided by the FDA regulations. Advertisements will not be accepted that suggest in any way the use of a medication or other substance for the relief of the tensions or problems of everyday life rather than for the relief of symptoms of illness or disorders. In pharmaceutical advertising copy, the full generic name of each active ingredient shall appear. Pharmaceutical products for which approval of a New Drug Application by the Food and Drug Administration is a prerequisite for marketing will not be eligible for advertising until such approval has been granted. Special purpose food products (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Regarding vitamin prescriptions, if claims not generally recognized are made for any vitamins, such claims must be substantiated by clinical studies acceptable to the Associations.
- Advertising of professional liability insurance programs in APA/APASI media (including division media channels) will be limited to only those programs endorsed or sponsored by the American Professional Agency.
- APA/APASI reserves the right to decline advertisements from companies advertising products and services that could be considered competing with the APA Member Benefits Program. Examples include, but are not limited to, affinity credit cards, financial programs, car rentals, HIPAA compliance software, hotels and magazine services.

It is the responsibility of private agencies to insure that they are in compliance with provisions of the state laws which relate to the title and/or practice of psychologists. Further, the use of the term psychologist by private agencies in recruitment ads implies that such psychologists are engaged in the independent practice of psychology and as such are subject to the guidelines stated in the [Ethical Principles of Psychologists](#). (Copies are available from APA.)

APA/APASI advertising policy is subject to change at any time.

# Orders and Copy Regulations

## GENERAL

1. All advertising and job postings are subject to APA/APASI's approval. APA/APASI reserves the right to reject advertising/job postings which are not in keeping with the Association's standards and objectives.
2. Advertisers/employers are encouraged to describe products and services in an accurate and complete manner. The Association reserves the right to refuse to accept ads/job postings which, because of omissions or inaccuracies, provide misleading information.
3. The publication or posting of any advertisement by the American Psychological Association (APA) or APA Services, Inc. (APASI) is neither an endorsement of the advertiser/employer nor of the products, jobs or services advertised/posted. APA/APASI is not responsible for any claims made in an advertisement or job posting. Advertisers/employers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised or posted in APA/APASI media.
4. Display and digital advertisers and advertising agencies assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed or posted, and also assume responsibility for any claims arising therefrom made against APA/APASI.
5. APA/APASI assumes no liability if for any reason it becomes necessary to omit an advertisement or job posting.
6. APA/APASI's liability for any error will not exceed the charge for the advertisement or job posting in question.
7. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with APA/APASI's stated policies will be binding on APA/APASI.

## DISPLAY AND DIGITAL AD ORDERS

1. The forwarding of an order is construed as an acceptance of all the conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion. Orders are accepted for not more than one year in advance.
3. Individual billing at multiple insertion rate is on contract basis only. Rates may be earned by placing that number of ads of the same size (or larger) within one year from first date of insertion.
4. Space orders, whenever possible, should specify a definite schedule of insertions, issues and sizes of spaces.
5. APA/APASI cannot guarantee requests for specified position unless a position premium has been provided for in the contract.
6. APA/APASI reserves the right to limit the size of space to be occupied by an advertisement.
7. 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.
8. Agency discount — 15 percent of gross billing— is allowed to recognized advertising agencies for print display advertising. For in-house agency recognition, contact an advertising sales manager for qualifying guidelines.
9. No cash discounts are offered by the APA/APASI.

## DISPLAY AND DIGITAL ORDER CHANGES AND CANCELLATIONS

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from APA/APASI. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment.
2. Cancellation of an order by an advertiser or agency for any reason (other than a rate increase by APA/APASI) will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used.
3. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
4. When change of copy covered by an uncanceled insertion order is not received by the closing date, copy run in the preceding issue will be inserted.
5. If more or fewer insertions are used within one calendar year than specified in the order, charges will be adjusted in accordance with established rates.

## COPY

1. APA/APASI assumes no responsibility for the condition of original advertising or job posting copy submitted to each media channel.
2. Advertising or job posting copy should be submitted according to the material specifications for each media channel as outlined in APA and PsycCareers Media Kits.
3. If time permits, advertisers/employers will be provided repro proofs for display ads set by the APA/APASI. Unless the advertiser/employer returns corrected proof(s) within the period specified, APA/APASI assumes no responsibility for errors in the final ad. Also, APA/APASI reserves the right to charge advertisers/employers for corrections or changes.

## TERMS

1. First-time display advertisers will be required to prepay their first advertising insertion pending credit approval. An application for credit will be forwarded to the advertiser to be completed and returned to APA/APASI for processing.
2. A 15 percent commission on space is allowed to recognized advertising agencies. No cash discount. For in-house agency recognition, contact an advertising sales manager for qualifying guidelines.
3. Payment in full for advertising is due 30 days from date of invoice. Failure by an agency to pay within the time limit will disqualify the agency from the 15 percent commission. APA/APASI reserves the right to refuse any new order from delinquent agencies or advertisers.
4. APA/APASI reserves the right to withhold advertising or job postings for any account with an outstanding invoice beyond 60 days.
5. APA/APASI shall have the right to hold advertiser/employer and/or its advertising agency jointly and severally liable for such monies as are due and payable to APA/APASI for advertising/job postings ordered and published.
6. All international advertising must be prepaid.

## GUIDELINES FOR EMPLOYERS

Please review our [guidelines for use in composing and responding to classified advertisements and job postings](#) to be placed in the *Monitor on Psychology* and *PsycCareers*. These same guidelines are applicable to any position opening appearing in other APA/APASI media.