

AMERICAN SOCIETY FOR PARENTERAL & ENTERAL NUTRITION WEBSITE POLICY STATEMENTS

Introduction

The American Society for Parenteral & Enteral Nutrition (A.S.P.E.N.) has developed an Internet website to offer information services, facilitate e-business and provide value-added services to its members and other nutrition-related health care providers and their patients. The A.S.P.E.N. website consists of multiple sections.

A.S.P.E.N. will accept commercial support from industry in the form of advertising, sponsorship and grants. *Advertising* consists of the purchase of banner ads for placement on individual pages, while *sponsorship* refers to the purchase of banner ads and/or name and/or logos for placement on whole sections of the website. These ads, names and logos may link to the sponsors' corporate, product, or educational sites. *Grants* are projects to create or repurpose original content for the website, and will be negotiated on a case-by-case basis. These projects are large in scope and provide great visibility for the sponsor.

General Policies

1. Advertising on www.nutritioncare.org shall comply with the laws and regulations of the United States of America, the country in which the site is based.
2. A.S.P.E.N. may negotiate with a third-party vendor to sell and manage advertising, name and logo placements. A.S.P.E.N., however, shall have sole discretion for determining the types of advertising that will be accepted and displayed.
3. Under no circumstances shall A.S.P.E.N.'s acceptance of an advertisement be considered an endorsement of the product or service advertised or the company that manufactures or provides it.
4. Consistent with point number two, A.S.P.E.N. retains the right to reject advertising of any kind, and will not accept advertising that, in A.S.P.E.N.'s opinion, makes unsubstantiated claims of therapeutic benefit for particular products. In addition, A.S.P.E.N. will not accept advertising in any form for any products or services known to be harmful to health, nor knowingly accept advertisements or grants of any kind from companies that manufacture such products directly or through their subsidiaries.
5. A.S.P.E.N. maintains a clear separation between advertising and editorial process and decision-making; current or potential sponsors may not dictate the form or substance of the editorial content appearing on the A.S.P.E.N. site. A.S.P.E.N. staff has full responsibility for ensuring compliance with the entire A.S.P.E.N. advertising policy.
6. A.S.P.E.N. readers should be able to readily distinguish between promotional and editorial material. Toward this end, A.S.P.E.N. will not run "advertorial" content that is not clearly identified as such.
7. A.S.P.E.N. will avoid having specific content within online peer-reviewed journals and journal articles either juxtaposed with advertising from or supported by a single Sponsor within a related therapeutic area.
8. Continuing Education programs posted on A.S.P.E.N. will be developed and displayed in accordance with the guidelines of the Accreditation Council for Continuing Medical Education, American Nurses Credentialing Center, Commission on Accreditation, Commission on Dietetic Registration, and American Council on Pharmaceutical Education and any other relevant accrediting bodies. This will apply to placement of commercial supporters' names, logos, information about specific brand name pharmaceutical products, date(s) material is posted, names of faculty/writers, and any relevant faculty/writer disclosure information.

9. A.S.P.E.N. will consider for publication, within appropriate editorial content, all criticism of advertisements or the A.S.P.E.N. advertisement policies.
10. The sponsors or advertisers agree to indemnify and hold A.S.P.E.N., its board of directors, employees, contractors and agents, harmless against any and all damages, claims, judgments, losses, costs and expenses (including attorneys' fees) that may be incurred, suffered, or sustained or imposed on A.S.P.E.N., its board of directors, its employees, contractors and agents, by reason of the sponsorship or advertisement.
11. This policy will be displayed on the A.S.P.E.N. website.

Specific Policies Regarding Banner Advertising

1. Advertising and Sponsorship will be allowed in all sections of the site as listed above. However, there will be no banner advertising on pages that award continuing education credit.
2. A.S.P.E.N. will only provide two spots per page for banner advertising, and the size shall be not greater than 468X60 pixels.
3. A.S.P.E.N. will not use "pop-up" ads that automatically appear on top of the page the user intends to read and therefore must be deleted before the user views the applicable content on the page beneath it.

Specific Policies Regarding News Items

The materials and information included within this website are provided as a service and do not necessarily reflect endorsement by A.S.P.E.N. unless specifically noted as such. A.S.P.E.N. does not endorse specific products or companies, and postings do not imply endorsement of any kind. We cannot guarantee the accuracy of articles from external sources and are not liable for any information contained therein.

Grants

A.S.P.E.N. will consider grant sponsorship programs in all content areas on the website. Projects will advance A.S.P.E.N.'s mission and will be considered on a case-by-case basis.

Review of Policy

Due to the dynamic nature of the Internet, these policies will be reviewed at least once yearly.