

## **MTIA WEB ADVERTISING POLICIES**

### **Ad Placement**

- No ads may be placed on the MTIA home page.
- Any page containing an ad will have a prominent link to the advertising policy page. In addition, a link to the advertising policy will be included on the Site Index.
- Users will have the opportunity to provide comments, suggestions, and feedback about advertisers to the Webmaster. Feedback will be directed to the Advertising Review committee for review and follow-up.
- Advertisers must sign a statement stating they understand and will adhere to the Association's advertising policy.

### **Character of Ads**

Advertising Review committee will preview and approve all ads before placement on the MTIA site to ensure compliance with the following web advertising policies:

- Ads must promote the medical transcription industry in a professional manner and comply with accepted standards of practice and HIPAA guidelines.
- Ads must not be deceptive or misleading by either statement or omission. Ads must not misuse trademarks or violate the law. Ads must be factually accurate, appropriate and in good taste.
- Ads may not contradict the mission or purpose of MTIA.
- Ads must clearly identify the advertiser and the product or service being advertised.
- All ads must be clear and obvious in their intent to advertise and not appear as an editorial on MTIA policy.
- Advertisements must relate to the medical transcription industry or promote products of interest or benefit to the medical transcription industry.
- Advertising may not influence editorial decisions or editorial content of the MTIA web site.
- Ads may be corrected for spelling and grammar before placement on the web site.

### **Rejection/Review**

The Association retains the right to refuse ads considered to be inappropriate or contradictory to the purpose and mission of the Association. The Association retains the right to decline any submitted ads or to discontinue posting of any ad previously accepted. The Association reserves the right to not link to or to remove links to other web sites.

An ad will be rejected if (in the opinion of the Staff and the Advertising Review committee) the ad is considered inaccurate, in bad taste, fraudulent, misleading, or deceptive, or would not benefit the membership. Decisions of the Staff and Advertising Review committee are final. Advertisers may submit a revised ad for placement.

MTIA reserves the right to change these policies at any time.

### **Disclaimers**

Full disclaimers to appear on advertising policy page:

Advertising funds are used to create programs, conduct research and other such activities to promote and advance the medical transcription profession. Acceptance of advertising by the Association does not in any way constitute endorsement or approval by the Association of the

advertised service or product, and advertisers may not make such claims in any way. By proceeding to use the services or products advertised on the MTIA site, each user expressly waives any and all rights of action that he or she may have against the MTIA arising out of use and/or reliance on the information from the ads of these services or products.

#### No Relationship

The information and content provided on this web site and your access of this web site does not create a client-consultant or any other professional relationship.

#### Technical Issues

The Association does not endorse, approve, certify or control the external Internet addresses or Internet content of advertisers, who may have links on the MTIA site, and the Association does not guarantee the accuracy, completeness, efficacy, or timeliness of the information contained in the sites outside of MTIA's control. Every effort will be made to monitor links both internally and externally and to repair or remove links that are nonfunctional.

Banner ads should be tasteful and not overly distracting. The reader should be given the choice to ignore the ad and the ad should not cover or obstruct the view of any web page content. Banners should not "follow" the reader, nor should the reader be forced to click the banner to close or hide the banner. Ads may not contain "mouse traps" or other code forcing the reader to divert to another web page or to download content.

Advertising links leading to another site may not frame the MTIA web site, nor should links disable the browser's back button or prevent the reader from returning to the MTIA page. Links to other sites should be obvious to the reader and not direct the reader to a site they did not intend to visit.