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## SAVMA Advertising Policy

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Savma.net is an online publication of the Southern Arizona Veterinary Medical Association.

The following guidelines have been established by SAVMA to set forth parameters with respect to advertising on www.savma.net including our acceptance, display and/or removal of Advertising and Sponsor postings. Readers should verify advertised information with advertisers.

### **Rights**

- Savma.net reserves the right to refuse any advertising
- SAVMA reserves the rights to reject, cancel, or remove at any time any Advertising from the sites for any reason and to determine the appropriate placement of the Advertising on the SAVMA website.
- Refunds for paid advertisements that are removed from the SAVMA website may be provided for unused time (less website management fees) and are granted at the discretion of the Board.

### **Compliance with Applicable Law & Regulations**

- SAVMA will not knowingly accept any advertising which is in violation of the law or potentially violate any applicable law or regulation.
- Advertisers must comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies including, without limitation, pharmaceutical advertising to veterinary medical practitioners and consumers.
- SAVMA will not monitor Advertiser's compliance with applicable laws and regulations.

### **Accuracy**

- The information, assurances and other representations in advertisements on this website have been provided by the advertiser and have not been verified by SAVMA.
- Savma.net is not responsible for typographical errors or the accuracy of information provided by advertisers.
- The advertiser is solely responsible for the accuracy and truthfulness of all such information including without limitation information provided concerning any certifications, specialties, licenses or the like and any warranties, pricing and/or discounts. You should contact the advertiser to verify the information contained in this advertisement before relying on it.
- SAVMA will not accept or permit Advertising that, in SAVMA's opinion, and Advertisers will not submit any Advertising that, is or appears to be factually inaccurate and/or make unsubstantiated claims.

**Liability**

- SAVMA expressly disclaims any and all liability in connection with the information contained in any advertisement and any use thereof or reliance thereon.

**Funding**

- SAVMA.net is funded through display advertising and sponsorships.
- While we may receive a fee or other compensation for placement of Advertising, neither we nor any provider of Content endorses or recommends any advertised product or service, or are/or shall be responsible for the effectiveness of any such product or service.

**Communications**

- From time-to-time, SAVMA members may communicate with, or obtain goods and services from these Advertisers. Any such communication and/or interaction is solely between you and such Advertisers and we shall not be responsible or liable to you in any way in connection with these activities.

**No Endorsements**

- SAVMA shall have sole discretion in determining the types of Advertising that will be accepted and displayed on our sites, and under no circumstances shall SAVMA's acceptance of any Advertisement be considered an endorsement or recommendation by us, or any third party providing Content on our site, of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes such product(s) or service(s).

**Ad Content**

- SAVMA does its best to maintain clear separation between website content and advertising copy. Advertising is not targeted to individual users but may be placed on the website adjacent to topically related Content. Any Advertisements, and/or Content that appears to be or could be misconstrued to be an Advertisement on our site will be identified as a sponsor or an advertisement.
- SAVMA will not accept or permit Advertising that, in SAVMA's opinion, and Advertisers will not submit any Advertising that, is or appears to: (a) feature illegal or objectionable products or services (including, without limitation, alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency), (c) contain material that is fraudulent, deceptive, lewd, obscene or offensive, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap, (d) could potentially injure the good name or reputation of SAVMA or the SAVMA website,
- Advertisers must only submit Advertisements for products or services which are readily available for purchase at the advertised price, when noted (including tax and delivery fees).
- The Advertisement must clearly identify the Advertiser.

Thank you.