



# Hamilton Academy of Medicine

## Advertising Policy Guidelines

The Hamilton Academy of Medicine (HAM) accepts advertising on various communication channels such as the Association's Website and Newsletter. Placement of advertisements does not imply endorsement of the advertised company or product, nor is advertising allowed to affect editorial decisions or editorial content.

### Advertising Acceptance

HAM has the right to refuse any advertisement that is deemed inappropriate or incompatible with our Mission and Vision. If there is a dispute, the outcome will be left up to the discretion of the HAM Executive Committee.

The following types of advertising are prohibited within HAM publications:

- Advertisements for alcohol and/or tobacco
- Advertisements for weapons, firearms, ammunition and fireworks
- Gambling and lottery advertisements
- Advertisements for pornography and related materials and services
- Religious advertisements
- Advertisements that claim to offer a “miracle” cure or method
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at children

The following advertisement formats for the HAM website are prohibited:

- Pop-ups and floating advertisements
- Advertisements that are designed to collect personally identifiable information from visitors to the site without their knowledge
- Advertisements that expand across or down the page without the visitor having clicked or rolled-over the ad
- Ads that send visitors to another site without the visitor having clicked the ad
- Adds that are in any way animated

## HAM Advertising Channel Metrics

### HAM Website

The HAM website pulls an average of approximately 3,500 visitors per month, nearly doubling in the winter and spring months due to the nature of our services and events. The most visited pages by physicians on the website, aside from the homepage, are the *Calendar and Events & Campaigns* pages. The *Find a Doctor* page is frequently visited by the public.

### HAM Newsletter (The HAM Slice)

The HAM Slice is a push communication distributed to an exclusive audience of over 700 physicians in the greater Hamilton area. The newsletter is the Academy's primary method of communication to members and includes a mechanism for receiving feedback and tracking inquiries. Its original content is created to inform our physician community about activities that fall within HAM's mission such as local and provincial health care trends, events and education opportunities. The publication is sent out on a bi-weekly basis and has an average open rate of 60%. The Slice was rated as one of the top value adds to members in HAM's 2018 membership survey.

### HAM Fax-Out Service

Faxes can be distributed to HAM's entire physician database - including over 700 doctors in the greater Hamilton area. Alternatively, content can be targeted to specific physician groups or sections - for example, Family Physicians, Surgeons, Respiriologists

## Individual Ad Purchase Rates

| <b>Advertising Rates (Per Month)</b> |                    | <b>Spring</b> March, Apr, May, June | <b>Summer</b> July, August                              | <b>Fall</b> Sept., Oct., Nov. | <b>Winter</b> Dec., Jan, Feb. |
|--------------------------------------|--------------------|-------------------------------------|---|-------------------------------|-------------------------------|
| <b>Individual / Per Month Rates</b>  | <b>WEBSITE</b>     |                                     |   |                               |                               |
|                                      | Left Column        | \$500                               | \$200   | \$300                         | \$500                         |
|                                      | Events Page        | \$200                               | \$75  | \$150                         | \$250                         |
|                                      | Find a Doctor page | \$200                               | \$200   | \$200                         | \$200                         |
|                                      | (Additional Pages) | \$125                               | \$50  | \$75                          | \$125                         |
|                                      | <b>NEWSLETTER</b>  |                                     |   |                               |                               |
|                                      | 1/2 Page           | \$250                               | <b>Rates based on one (1) month of ads (2 issues)</b>   |                               |                               |
|                                      | Full Page          | \$400                               |   |                               |                               |
|                                      | <b>FAX-OUT</b>     | \$250                               | <b>Our fax-out service is priced for one (1) blast.</b> |                               |                               |

## Deadlines

**Website** – All web advertisements must be submitted for approval at least one (1) month prior to the desired display month, and final submission must be made at least two (2) weeks before the 1<sup>st</sup> of the month in which the advertisement is to be displayed.

**Newsletter** – Newsletters are published the first (1) and third (3) Thursday of each month. All newsletter advertisements must be submitted for approval two (2) days before the advertisement is to appear – Therefore, Tuesday by 5:00 p.m. Any ads that are not received before the deadline will be published in the next issue.

**Fax-Outs** – We accept documents/communications to be faxed-out at any time. We do reserve the right to refuse items for fax-out based on our guidelines. We ask that we have at least one (1) weeks' notice to approve of items to be faxed-out.

## Advertising Policy

1. Advertisements new to the HAM website and newsletter require HAM approval before they can appear on the site. This includes an assessment of landing page(s) to which the advertisement is linked. The company sponsoring the website of any landing page must be clearly identified on that page.
2. Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content. In addition, the HAM web pages are designed to label all advertisements with the word "Advertisement".
3. Advertisers may be required to submit supporting documentation to substantiate claims.
4. HAM does not allow targets placement of advertising adjacent to content of similar nature. Advertisements are placed in the specified/allocated spots for which the advertisers pay.
5. Advertisements may not imply endorsement by HAM.
6. Neither advertisers nor their agents may collect any personal information from any user viewing the HAM website, expect with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets and other such files are prohibited of those files transmit personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
7. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via prominent link.

Advertising revenue is used to support the Hamilton Academy of Medicine. For questions about online advertising on the HAM website or advertising within the HAM newsletter, contact us at [info@hamiltondoctors.ca](mailto:info@hamiltondoctors.ca)

## **Cancellation/ Refund Policy**

HAM requires a receipt of payment before a service is completed. As such, there will be no refunds for any advertisements where payment has been received. Cancellations can be made any time before the advertisements have been completed / placed.

## **Order Submission**

To place an order, please contact the office at (905) 528-1640 for more information.

---

Approved by Jessica Wooder, Executive Director

---

Date