

## **POLICY ON ADVERTISING AND SPONSORSHIP**

## **Policy on Advertising and Sponsorship**

### **Introduction**

The purpose of this document is to define the SALUS MEDICAL SOLUTIONS LTD policies regarding advertising and sponsorship for the SALUS web site.

### **Advertising**

Any advertising placed on [www.salusmedical.solutions](http://www.salusmedical.solutions) web site must be ethical, educational, and professional. SALUS MEDICAL SOLUTIONS LTD reserves the right to reject advertising copy and materials. "Advertorials" or other similar material is not acceptable. SALUS reserves the right to remove, reject, or cancel any advertisement at any time, for any reason, regardless of whether or not an advertisement has run in the past.

Acceptance of any advertisement does not indicate an endorsement by SALUS MEDICAL SOLUTIONS LTD of the products or services promoted, the company, or the claims made. Advertisements on [www.salusmedical.solutions](http://www.salusmedical.solutions) web site may not use the SALUS seal, name, or imply involvement of SALUS MEDICAL SOLUTIONS LTD in the company or the product being promoted.

### **Sponsorship**

Sponsorship consists of donations in support of various subsections of the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site. SALUS MEDICAL SOLUTIONS LTD recognizes each donating company for its philanthropy in a specific and consistent manner. No editorial statement or endorsement of any company or product is included as part of any sponsorship. All financial support of the web site must be provided with no expectations of SALUS MEDICAL SOLUTIONS LTD, other than providing the visibility to the company for providing the donation.

### **Policies**

#### **Product Advertising**

1. SALUS MEDICAL SOLUTIONS LTD accepts advertising on all pages of [www.salusmedical.solutions](http://www.salusmedical.solutions) web site.
2. SALUS MEDICAL SOLUTIONS LTD reserves the right to have advertising from different companies represented on a single page of the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site.

3. SALUS MEDICAL SOLUTIONS LTD will distinguish advertisements from health information content by using identifying words, design, and/or placement.
4. Advertisers must respect the terms of our privacy policy, and may not attempt to individually identify any users of the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site or obtain inappropriate access through other technological means to personally identifiable information.
5. The sponsors or advertisers agree to indemnify and hold SALUS MEDICAL SOLUTIONS LTD, its 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 SALUS MEDICAL SOLUTIONS LTD, its officers, directors, employees, contractors, and agents, by reason of the sponsorship or advertisement.
6. SALUS MEDICAL SOLUTIONS LTD will not permit at any time the placement of any advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, 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.
7. Advertisements that, in the sole opinion of SALUS MEDICAL SOLUTIONS LTD, make unsubstantiated claims of therapeutic benefit for a particular product(s) will not be accepted. SALUS MEDICAL SOLUTIONS LTD may require an advertiser to provide valid, reliable scientific data to support any claims made in the advertisement.
8. SALUS MEDICAL SOLUTIONS LTD does not accept advertising for the following:
  - Medical publishers
  - Internet sites
  - Attorneys-at-law or a legal practice
  - Medical expert witnesses
  - Firearms, ammunition, fireworks, gambling, and pornography
  - Alcoholic beverages and tobacco products
9. Editorial content shall be prepared in accordance with established SALUS MEDICAL SOLUTIONS LTD editorial guidelines; preparation of content shall not be influenced in any way to accommodate advertisers or sponsors.
10. Decisions regarding inclusion, exclusion, or treatment of any editorial component shall be made independent of any consideration of advertising placed in the past or planned for the future.

11. Any advertisement that allows the viewer/reader to click through to the advertiser's Internet site may link to the company's page advertising the same product. The advertising company must provide to SALUS MEDICAL SOLUTIONS LTD the Internet web address (URL) for linking. SALUS may choose to reject an advertisement if the target page is not acceptable.
12. Any advertisement that allows the viewer/reader to click on the advertisement to link to the advertiser's Internet site requires that the word "Advertisement" be placed adjacent to the ad. SALUS MEDICAL SOLUTIONS LTD is responsible for creating and inserting this notice. Further, the advertiser may not program the link to 'frame' any SALUS web site page. The link may provide for an additional opening of the computer user's Internet browser program.
13. The company desiring to advertise on the SALUS Internet site is responsible for the computer programming (production) of the advertisement. SALUS MEDICAL SOLUTIONS LTD will post the advertisement on the requested Internet page.
14. SALUS will have sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising on [www.salusmedical.solutions](http://www.salusmedical.solutions) web site or other SALUS patient/consumer web sites. SALUS MEDICAL SOLUTIONS LTD may change this policy at any time in its sole discretion by posting a revised policy on the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site or other SALUS patient/consumer web sites. SALUS MEDICAL SOLUTIONS LTD will make every effort to post changes to the advertising and sponsorship on the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site or other SALUS patient/consumer web sites in a timely manner.

## Sponsorship

1. Sponsorship consists of donations in support of various subsections of the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site.
2. SALUS MEDICAL SOLUTIONS LTD recognizes all sponsorship donations with the following specific statement:

*<Company Name> has provided SALUS MEDICAL SOLUTIONS LTD with an unrestricted donation in support of the <insert site descriptive name> site. SALUS MEDICAL SOLUTIONS LTD recognizes <Company Name> for its support of this online activity.*

3. The SALUS attribution statement will include a copy of the donating company's logo and this logo graphic will be programmed as a hyperlink to the granting company's Internet

site home page. Any sponsorship attribution that allows the viewer/reader to click on the link to the sponsor's Internet site requires an intermediate (buffer) page that notifies the viewer/reader that he is leaving the [www.salusmedical.solutions](http://www.salusmedical.solutions) web site. SALUS MEDICAL SOLUTIONS LTD will prepare and insert this notice. The link may provide for an additional opening of the computer user's Internet browser program. SALUS MEDICAL SOLUTIONS LTD will program the hyperlink and buffer page.

4. If SALUS MEDICAL SOLUTIONS LTD receives a donation for a specific program or project, SALUS MEDICAL SOLUTIONS LTD provides the granting company attribution on an Internet page for the specific activity.
5. Sponsorship will be established for specific amounts and time periods.
6. SALUS MEDICAL SOLUTIONS LTD reserves the right to have sponsorship from different companies represented on a single page of [www.salusmedical.solutions](http://www.salusmedical.solutions) web site.
7. The SALUS accepts sponsorship for any landing page linked from the home page. Sponsorship of the home page on any SALUS website is not permitted.
8. The company providing the grant will not have any input or control over the development process or the product resulting from that process.