

Policy No: A-8

Subject: Advertising and Sponsorships

Number of pages: 2

Effective Date: June 27, 2015

Revision Date(s): March 16, 2023

Review Date(s):

Review Responsibility: AASL Bylaws and Organization Committee, AASL Board of Directors

Policy Statement:

AASL accepts advertising and sponsorships relevant to school librarianship, K-12 education, and/or related to the library field.

Focus:

AASL Staff, AASL Board of Directors

Purpose:

To define guidelines for advertising and sponsorships

Supportive Documentation:

Standards/Criteria:

1. All advertising must be nondiscriminatory and comply with all applicable laws and regulations.
2. The product and advertiser must be identified within the advertisement.
3. Advertisements shall not be misleading or deceptive.
4. Advertising copy containing statements or inferences that the advertiser cannot substantiate will be rejected.
5. Product comparisons using trade names will not be accepted without the statement "Substantiating data based on research is available upon reader request."
6. The word "Advertisement" will be printed at the top of any advertisements that, in the publisher's opinion, might be confused with editorial pages.

Procedure:

1. One or more of the following criteria must be met for any organization to advertise or sponsor with AASL:
 - a. School library focus
 - b. K-12 education focus



c. Library focus

2. Advertising and sponsorships are available for AASL events or media venues (e.g.. *Knowledge Quest*). Advertisers contact the AASL Deputy Executive Director for opportunities and pricing.
3. Advertisers and sponsors must follow the established advertising guidelines as stated in the AASL Sponsorship Agreement and exhibit contracts.
4. The subject matter, content, placement, and timing of all advertising and sponsorship are subject to AASL review and approval. AASL reserves the right to refuse advertising or sponsorship at any time.
5. Advertising by or promotion of non-AASL related organizations is not permitted on the AASL Website.