Policy No: A-8

Subject: Advertising by Outside Vendors

Policy Statement:
In an effort to provide information to members relevant to K-12 education, school librarianship, and/or related to the school library field, AASL will accept advertisements from for-profit and non-profit organizations.

Focus:
AASL Staff, AASL Board of Directors, Editors, and Conference Committee

Purpose:
To define guidelines for advertising for non-profit and for-profit organizations.

Standards/Criteria:
All advertising must be nondiscriminatory and comply with all applicable laws and regulations.

The product and advertiser must be identified within the advertisement.

Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser cannot substantiate will be rejected. Product comparisons using trade names will not be accepted without the statement “Substantiating data based on research is available upon reader request.”

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 not related to AASL to advertise with AASL:
   - School library focus
   - K-12 education focus
   - Library focus
2. Advertising at full regular pricing is available to both non-profit and for-profit organizations meeting the above in the following media:
   2.1 Knowledge Quest
   2.2 Hotlinks
   2.3 AASL’s website (including Knowledge Quest website)
3. The subject matter, content, and timing of all advertising is subject to AASL review and approval. AASL reserves the right to refuse advertising at any time. Requested positions are not guaranteed unless stated as a paid position and accepted by AASL.
4. Advertising by or promotion of non-AASL related organizations is not permitted in the following media:
   4.1 AASL Home Page