



SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY

2745 N Dallas Pkwy Ste 350, Plano, TX 75093-8730
(214) 473-8057 | (800) 229-9506 | (214) 473-8563 FAX | sdms.org

GENERAL ADVERTISING POLICY

The policies are applied by the SDMS to ensure adherence to high ethical standards of advertising and to define the eligibility of products, programs, and/or services for advertisement in SDMS publications, on its website, or via direct marketing. The SDMS is also committed to promoting and implementing ongoing improvements to diversity, equity, and inclusion in the diagnostic medical sonography profession (*SDMS Board Policy: Diversity, Equity, and Inclusion* [B.5.1]). The SDMS encourages advertisers to support efforts to ensure diversity, equity, and inclusion in their advertisements.

1. The SDMS retains the right to decline any advertising of products, programs, and services, in any form or to discontinue posting of any advertisement previously accepted that it deems in conflict with the Society's mission and/or policies. The SDMS may advertise jointly sponsored activities.
2. With the exception of vascular technologist, the use of the words "tech," "technologist" and "technician" are prohibited when referring to a registered sonographer. The SDMS prefers the use of diagnostic medical sonographer or sonographer and, optionally, any specialty area(s) practiced (e.g., cardiac sonographer, vascular sonographer).
3. Advertising related to the practice of diagnostic medical sonography will be accepted. Comparisons and comparatives are prohibited.
4. In addition to the above, products and services offered by responsible advertisers that are of interest to sonographers are also eligible for advertising.
5. Equipment, Instruments, and Devices: The SDMS determines the eligibility of advertising for products intended for diagnostic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished. Samples of equipment, devices, or instruments should not be submitted. Where applicable, approval by the U.S. Food and Drug Administration (FDA) may be required. The SDMS reserves the right to decline advertising for any product that is involved in litigation safety or with respect to claims made in the marketing of the product.
6. Advertisements should not be deceptive or misleading. Exaggerated or extravagantly worded text will not be allowed. Unfair comparison or unwarranted disparagement of a competitor's product, program, or service will not be accepted.
7. Advertisement in no way constitutes the SDMS' approval or endorsement (implicit or explicit) of products, programs, or services provided by the advertiser. The advertiser must not use the SDMS or any other related logos/names without express written permission from the SDMS.

8. The SDMS does not review products or services prior to accepting an advertisement.

JOURNAL OF DIAGNOSTIC MEDICAL SONOGRAPHY (JDMS)

The *Journal of Diagnostic Medical Sonography* (JDMS) accepts display and classified advertising. In addition to the General Advertising Policy, the following apply to JDMS advertising:

1. The SDMS, at its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted that it deems in conflict with the Society's mission and/or policies.
2. With the exception of vascular technologist, the use of the words "tech," "technologist" and "technician" are prohibited when referring to a registered sonographer. The SDMS prefers the use of diagnostic medical sonographer or sonographer and, optionally, any specialty area(s) practiced (e.g., cardiac sonographer, vascular sonographer).
3. Neither the SDMS nor its Publisher are responsible for errors in material provided by the advertiser.
4. Advertising related to the practice of diagnostic medical sonography will be accepted. Comparisons and comparatives are prohibited.
5. In addition to the above, products and services offered by responsible advertisers that are of interest to sonographers are also eligible for advertising.
6. Equipment, Instruments, and Devices: The SDMS determines the eligibility of advertising for products intended for diagnostic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished. Samples of equipment, devices, or instruments should not be submitted. Where applicable, approval by the U.S. Food and Drug Administration (FDA) may be required. The SDMS reserves the right to decline advertising for any product that is involved in litigation safety or with respect to claims made in the marketing of the product.
7. Advertisements should not be deceptive or misleading. Exaggerated or extravagantly worded copy will not be allowed. Unfair comparison or unwarranted disparagement of a competitor's product, program, or service will not be accepted.
8. Cancellations are not accepted after closing date.
9. Advertisements in the JDMS in no way constitutes the SDMS' approval or endorsement (implicit or explicit) of products, programs, or services provided by the advertiser. The advertiser must not use the SDMS or any other related logos/names without express written permission from the SDMS.
10. The SDMS does not review products or services prior to accepting an advertisement; acceptance of an advertisement in no way verifies that claims made are accurate.