



SDMS ADVERTISING POLICY

The Society of Diagnostic Medical Sonography (SDMS) provides various advertising opportunities for vendors, partners, and sponsors to promote their companies, products, and services. All advertisements must adhere to the following guidelines. The SDMS retains the right to decline any advertisement or discontinue previously accepted advertisements.

GENERAL ADVERTISING GUIDELINES

These policies define the eligibility of products, programs, and services for advertisement on SDMS platforms, including but not limited to SDMS publications, websites, direct marketing, social media, and the *Journal of Diagnostic Medical Sonography* (JDMS).

Accepted Content

- Advertisements for diagnostic medical sonography-related products are eligible.
- Advertisements for other products and services of interest to sonographers may also be considered.
- Advertisements for medical equipment, instruments, and devices must be relevant to the sonography profession and adhere to regulatory, scientific, and ethical standards. In certain cases, advertisers may be required to provide objective, verifiable scientific and technical data, including FDA approval, to support claims made in the advertisement.

Prohibited Content & Restrictions

- **Advertising Eligibility & Discretion:**
 - The SDMS reserves the right to decline advertisements from organizations, or individuals whose products, services, events, or promotional efforts are deemed inconsistent with the SDMS' mission, policies, or strategic interests.
 - The SDMS also retains the discretion to reject advertisements that could create conflicts of interest or compete with SDMS offerings.
- **Terminology Use:**
 - Except for *vascular technologist*, the terms *tech*, *technologist*, and *technician* are prohibited when referring to a registered sonographer.
 - Preferred terms include *diagnostic medical sonographer* or *sonographer*, with optional specialty designation (e.g., *cardiac sonographer*, *vascular sonographer*).

- **Comparative Claims & Ethical Standards:**
 - Advertisements must not be deceptive, misleading, or contain unsubstantiated claims.
 - Comparisons or disparagement of competitors' products, programs, or services will not be accepted.
- **Endorsement:**
 - Approval of an advertisement does not imply SDMS endorsement or approval.
 - Advertisers may not use the SDMS' name, logo, or related branding without express written permission.
 - If applicable, a disclaimer such as the following may be required before the advertising is approved. "[Company Name] is not endorsed or affiliated with the SDMS."

ADVERTISING APPROVAL PROCESS

All advertising materials are subject to review and approval by the SDMS. The SDMS reserves the right to reject or request modifications to any advertisement before publication. Areas requiring edits may include, but are not limited to:

- Improper use of sonography terminology
- HIPAA violations
- False or misleading information

Once approved, advertising content must not be altered. If any changes are made after approval, the revised version must be resubmitted for reapproval.

The SDMS is not responsible for errors in advertiser-submitted materials.

JDMS-SPECIFIC ADVERTISING GUIDELINES

Advertising in the *Journal of Diagnostic Medical Sonography* (JDMS) must adhere to all General Advertising Guidelines and the JDMS-Specific Advertising Guidelines:

Editorial Independence & Disclaimers

- JDMS and its publisher are not responsible for errors in advertiser-submitted materials.
- Advertisements must not imply endorsement by the JDMS, SDMS, or the publisher.
- If applicable, a disclaimer such as the following may be required before the advertising is approved. "[Company Name] is not endorsed or affiliated with the *Journal of Diagnostic Medical Sonography* (JDMS) or the SDMS."

Publication-Specific Guidelines

- Display and classified advertising are accepted, subject to editorial review.
- Comparative advertising (i.e., direct comparisons between products or services) is strictly prohibited.

- The use of exaggerated or misleading claims is not permitted.

Cancellations & Deadlines

- Cancellations are not accepted after the closing date for JDMS advertising.
- Advertisers are responsible for submitting materials by JDMS' specified deadlines to ensure placement. Refer to the JDMS Media Kit.

Scientific & Technical Requirements

- Advertisements for medical equipment, instruments, and devices must meet the SDMS' General Advertising Guidelines eligibility criteria, including FDA approval, if applicable.
- JDMS reserves the right to decline advertisements for products involved in litigation concerning safety or false claims.

ENFORCEMENT & POLICY AMENDMENTS

The SDMS reserves the right to update or modify this policy as needed to ensure alignment with organizational goals, industry standards, and regulatory requirements.

All advertisements must comply with the guidelines outlined in this policy, and advertisers are responsible for ensuring that their content remains in compliance. If an advertisement is found to be in violation of SDMS policies, it may be removed without a refund, and the advertiser may be subject to additional restrictions, including the loss of future advertising privileges.

The SDMS retains full discretion in determining the appropriateness of advertisements and enforcing policy updates as necessary.