

# 2023-24 Classified Advertising in Weekly Newsletter

## Insertion Order and Agreement

A Classified Ad gives you the opportunity to reach over 10,000 subscribers of the *Your Weekly Update* newsletter. Relevant content can include advertising for events, workshops and surveys.

### Rate and Format

**Price:** Cost of Ad is \$299 per insertion or four insertions for \$999 plus applicable taxes. **Minimum purchase: two insertions.** Content will be included in consecutive issues of *Your Weekly Update*, unless requested otherwise. **Payment must be received in full prior to advertising placement.**

**Format and requirements:** The format accepted is text with a maximum word count of 30 words. Content requirements include a description of the event, workshop or survey, along with relevant contact information and links.

**NOTE:** Content may be edited for clarity and format to suit the newsletter requirements.

**Content submission deadline:** Items should be submitted **2 weeks before** the first posting date. The newsletter is released on Tuesdays.

### Advertising Terms and Conditions

All advertising must comply with DC's Advertising Terms and Conditions and is subject to the approval of DC at its discretion. DC assumes no responsibility for any claims made in the contexts of an advertisement.

1. Dietitians of Canada ("DC") reserves the right to reject any advertising copy.
2. DC reserves the right to insert a disclaimer and/or the statement: This is a paid advertisement.
3. DC does not endorse any third-party products or services.
4. Advertisements must be provided in either/both French or English.
5. All advertisements must be approved by DC prior to publication and adhere to the following standards:
  - Advertising must not contradict the mission, policies or positions of DC.
  - Advertising must be accurate and in good taste.
  - Advertising must not contravene any federal food and drug acts, regulations, or standards including labeling, claims and advertising requirements.
  - Advertising must not be deceptive or misleading.
  - Advertising must clearly identify the advertiser.
  - The Advertiser must have the right to display the advertisements.
  - The name or logo of DC cannot appear on any advertisements.
  - All content is subject to [DC's Guidelines for Advertising Directed to Members](#).

### Agreement Terms

- Payment is **due in full prior to advertising placement.**
- Rates are subject to change at any time. Applicable rates for advertising extensions are at the discretion of DC.
- DC and its newsletter production agency, shall not be held liable for failure, for any cause, to insert a Classified Ad.
- Allow **three to five business days** for advertisement approval.
- DC has the right to void any contract if the advertisement is not placed within one month of date of agreement.
- Verbal agreements are **not** recognized.
- Cancellation of an ad requires a minimum notice of 5 business days.

### Advertiser Information

Please complete this form and return with advertising content to [advertising@dietitians.ca](mailto:advertising@dietitians.ca).

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Start date of advertisement: \_\_\_\_\_

**Payment Methods Accepted: Please select ONE**

Checkbox EFT (Interac® e-Transfers are not accepted)

Credit Card (Visa, Mastercard, American Express)

To remit payment, contact the DC Finance Department at [finance@dietitians.ca](mailto:finance@dietitians.ca) or 416-642-9304.