

Advertising Principles

These principles are applied by the TPS to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising on the TPS websites. The appearance of advertising on the TPS websites is neither a guarantee nor an endorsement by the TPS of the product, service, or company or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared on the TPS websites shall not be referred to in collateral advertising. As a matter of policy, the TPS will sell advertising space on its websites when the inclusion of advertising does not interfere with the mission or objectives of the TPS or its publications. To maintain the integrity of the TPS websites, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. The TPS, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

Audience & Circulation



Ads appearing on the TPS website and in the TPS E-News are directed toward pediatricians. Some pages on the website have been identified as not appropriate for commercial ads. Those webpages will carry in house advertising only. A list of webpages not appropriate for commercial ads is included in our *Terms and Conditions*.

On those pages we feature only "TPS house ads" that promote TPS products and services. No pharmaceutical advertisements directed to patients will be accepted on the TPS website or in the TPS E-News.

Our website and newsletter both reach approximately 2800 physicians and an additional 700 Residents and Medical Students and Office Managers.

Acceptability of Advertising

All products and/or services to be considered for advertising must be related to, effective in, or useful for the practice of medicine and more specifically the specialty of pediatrics. All drugs, instruments, and equipment must be approved by the Food and Drug Administration and the advertisements must conform to all federal regulations. TPS does not claim any responsibility for the contents of advertising and the acceptance of advertising does not in any way constitute endorsement or approval by TPS of a product, service, or company. TPS reserves the right to reject or cancel any advertising. All advertising copy is subject to approval by the editor.



**Texas
Pediatric
Society**
The Texas Chapter of the
American Academy of Pediatrics

TPS, Your Partner for Success

Website

Ad Types

Leaderboard: Above the fold. Ad appears on the top page of each eligible webpage. Max number of ads sold for this space per month is 4.

SPECS: 728X90, JPG or GIF, 40kb

1 month	3 months	6 months	12 months
\$1,000	\$2,750	\$5,500	\$11,000

Large Rectangle: Below the fold. Appears on the side bar of each eligible webpage. Max number of ads sold for this space per month is 4.

SPECS: 250X300, JPG or GIF, 40kb

1 month	3 months	6 months	12 months
\$600	\$1,650	\$3,300	\$6,600



E-News

Ad Types

Leaderboard: Above the fold. Large ad appearing at the top of the E-News. Will include link.

SPECS: 582X72, JPG or GIF, 40kb

For text version – 50 words or less, including link.

1 month	3 months	6 months	12 months
\$500	\$1375	\$2,750	\$5,500

Featured: Below the fold. Medium Rectangle ad appearing on the side bar of the e-newsletter. Will include link.

SPECS: 300X100, JPG or GIF, 40kb

For text version – 50 words or less, including link.

1 month	3 months	6 months	12 months
\$300	\$825	\$1,650	\$3,300

TPS does not control individual settings with respect to viewing images in email browsers. E-new does include an option for viewing email in a web browser, and we will translate HTML ad content into text format.



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Terms and Conditions



Website

Scheduling of advertisements for txpeds.org is based on period and placement of advertising space sold. Contact our office for availability at advertising@txpeds.org or call 512.370.1519. Ads accepted are assumed to be in final format. Insertion orders for advertising are due by the 5th of the preceding month. Artwork is due by the 15th of the preceding months. Ads will go live on the 1st Monday of each month. All artwork must be RGB.

E-News

The TPS E-news is sent to members monthly. Scheduling of advertisements for the TPS E-News is based on period and placement of advertising space sold. Insertion orders for advertising are due by the 5th of the preceding month. Artwork is due by the 15th of the preceding months. Newsletter goes out between the 1st and the 5th of each month. All artwork must be RGB. Contact our office for availability at advertising@txpeds.org or call 512.370.1519.

- The TPS logo may not appear on commercial websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within TPS.
- Advertisements may link to additional promotional content that resides on the TPS website.
- Advertisements may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement" adjacent to the image or link.
- The TPS will not link to Web sites that frame the TPS website content without express permission of the TPS; prevent the viewer from returning to the TPS website or other previously viewed screens, such as by disabling the viewer's "back" button; or redirect the viewer to a website the viewer did not intend to visit.
- The TPS reserves the right to not link to or to remove links to other websites.
- Digital advertising may be placed on the TPS website. All pages under the following tabs are ineligible for commercial advertising placement: Annual Meeting, Preceptorship Program, Committee on Medical Education Page and the TPS Foundation).
- Digital advertisements must be readily distinguishable from editorial content. The word "advertisement" must be placed adjacent to the advertising image.
- Digital advertisements may appear as fixed banners (no animated banners).
- Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition will not occur as screen content changes.



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