

**Registered Nurses Association of Ontario
Board of Directors Policy**

Policy Type:	Policy Governance	Title:	Advertising
Number:	PG - 5	First approved by Board:	September 1, 1994
		Review:	Every 2 Years (Sept\Oct)
		Monitor:	Annually (Sept\Oct)
		Last Reviewed:	September 2008

Purpose

This policy is intended to outline the parameters for advertising accepted or undertaken by RNAO.

To this end, the Board shall not fail to ensure that:

- RNAO reserves the right to decline or cancel any advertisement at any time
- This policy applies to all RNAO publications as well as advertising it produces and accepts
- No liquor or tobacco advertising be undertaken
- No advertising incompatible with the Ends of the Association be undertaken
- No advertising which contributes to a sexist or stereotypical portrayal of individuals and nurses be undertaken
- No advertising directly competitive with RNAO member benefits or promotions be undertaken
- The appearance of advertising in RNAO publications is neither a guarantee nor an endorsement of the company, service, or product
- Advertising must comply with the World Health Organization's International Code of Marketing of Breast-milk Substitutes [WHO Code] (e.g. no advertising of infant formula, bottles, nipples or pacifiers)
- Editorial decisions are not influenced by advertising, and are made without consideration of the advertising scheduled to appear in any issue of *Registered Nurse Journal*

A note on process: Advertisements to continue to be submitted to and vetted by the Communications Department, but any potentially problematic ones are to be referred to the Executive committee on a case-by-case basis.

Advertising disclaimer to be published in each issue as follows: "**Registered Nurse Journal** is published six times a year by the Registered Nurses' Association of Ontario. The views or opinions expressed in the editorials, articles or advertisements are those of the authors/advertisers and do not necessarily represent the policies of RNAO or the Editorial Advisory Committee. RNAO assumes no responsibility or liability for damages arising from any error or omission or from the use of any information or advice contained in the **Registered Nurse Journal** including editorials, studies, reports, letters and advertisements. All articles and photos accepted for publication become the property of the **Registered Nurse Journal**. Indexed in Cumulative Index to Nursing and Allied Health Literature."

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MONITORING INDICATORS

1. Report annually, # of rejections and reasons why?
2. Report annually, total # of complaints and why?