

CCHI Advertising Policy

April 27, 2014

PURPOSE

For use with the following CCHI Publications and Media:

1. CCHI electronic Newsletter
2. CCHI website (www.CCHIfcertification.org; www.CEAPcchi.org)
3. CCHI Facebook and LinkedIn pages
4. Advertiser-developed promotional materials for educational programs delivered to CCHI customers by CCHI via email

For these purposes, "Advertising and Advertisements" mean all forms of advertising for which CCHI receives monetary or in-kind compensation, including banner, badge, and contextual advertising, and promotions.

DEFINITIONS

Advertiser is a person, organization or company that places an order for advertisement.

Advertisement is any compensated public announcement promoting services, programs or products of an advertiser.

Advertising copy is a text of a print or online advertising message submitted to CCHI for distribution.

Insertion order is a written authorization to CCHI to publish an advertisement which includes instructions about the insertion date(s), number of insertions in a stated period, ad size and ad placement.

Rate card is a published list of advertising rates and specifications.

1.0 POLICY

1.1 Acceptance

All advertising is subject to approval by CCHI. CCHI reserves the right to reject, cancel, or remove at any time any Advertising for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising.

Acceptance of advertising is subject to space availability upon receipt of signed contract or insertion order by CCHI.

No Advertising shall be permitted which may, directly or indirectly, injure, impugn or impact the good name or reputation of CCHI, CCHI websites or CCHI affiliates.

1.2 Non-endorsement

CCHI does not review or endorse any products or services that are advertised on its sites. In no event shall CCHI's acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that delivers, produces, distributes, or promotes such product or service.

1.3 Policy interpretation and changes

CCHI has sole discretion with respect to interpretation of this policy. CCHI may change this policy at any time in its sole discretion. If CCHI makes changes to this policy, the updates will be posted on its website in the section

related to Policies. Changes to this policy will be effective in the next advertising cycle for contract or insertion advertisements accepted prior to the change. This policy's effective date is May 1, 2014.

2.0 STANDARDS/CRITERIA

2.1 Products

Products, programs, and services must be germane to healthcare interpreting or related to the interpreting industry and profession.

The product/program and advertiser must be identified within the Advertisement.

Advertisements shall not be false, misleading, deceptive, discriminatory or offensive.

CCHI will not accept Advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, pharmaceuticals, or the simulation of news or an emergency event. Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, or make health claims that are not adequately substantiated.

CCHI will not accept any Advertisements from its direct competitors in the field of healthcare interpreting certification or accreditation of continuing education programs for health care interpreters.

Quotations or excerpts from a published paper submitted as a statement of evaluation of the product, program or service cannot be used by the advertiser or the agency without permission of the author and the publication. Evidence of permissions must accompany copy.

CCHI maintains a distinct separation between Advertising and editorial content. The designations "Advertisement," or "Provided by" will be displayed at the top of any Advertisements that, in CCHI's opinion, might be confused with editorial content.

2.2 Recruitment Advertisements

All recruitment advertising must be nondiscriminatory and comply with all applicable laws and regulations.

2.3 Placement of Advertising

Positioning of advertisements is at the sole discretion of CCHI except where a request for a specific preferred position is acknowledged by CCHI in writing. Material must be received by the agreed date, otherwise position may be lost, reduced, or, in the case of fixed position advertisements, the insertion term may be reduced.

CCHI reserves the right to re-design parts of or the entire website and to re-position advertising accordingly without prior notice.

2.4 CCHI's Liability

CCHI shall not be liable for any failure to publish or circulate any Advertisement accepted by CCHI if such failure is due to natural disasters, strikes, war, accidents, acts of terrorism, or other circumstances beyond CCHI's control.

CCHI is not responsible for the content on the advertiser's site to which the Advertisement is linked.

2.5 Indemnification of CCHI

In consideration of publication of an Advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless CCHI, its Commissioners, officers, agents, and employees against

expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation, or right of privacy, copyright or trademark infringements, or plagiarism.

2.6 Advertiser's Liability

Advertisers and advertising agencies assume liability for all content of advertisements, and also assume responsibility for any resulting claims made against CCHI.

It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws and regulations, including those related to copyrights and trademarks. CCHI assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if CCHI becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, CCHI may remove the Advertising.

2.7 Cancellations and Changes

Cancellations are accepted up to 10 business days before the scheduled start date of the campaign. Refunds on the cancellations exclude CCHI's processing fee. Cancellations are not accepted on orders placed less than 10 business days before the scheduled start date of the campaign, and the advertiser is responsible for the full invoice amount. Failure to provide payment on any cancellations will also prohibit the advertiser from placing future advertisements with CCHI.

After a campaign has started, all Advertisements must run their contracted duration, but future placements may be canceled with 10 business days written notice. The agreed upon duration of the campaign will begin from the date of notification by CCHI.

Copy corrections are not guaranteed after the date the order is accepted and approved by CCHI. On contract or schedule insertions, previous copy will be repeated if changes are not received by the closing date.

3.0 PAYMENT AND TERMS

3.1 Advertiser's payment responsibility

Advertisers are responsible for payment of all insertions.

CCHI will not be bound by any conditions – printed or otherwise – appearing on any insertion order or contract when they conflict with the terms and agreements stated in the CCHI Advertising Policy.

3.2 Terms of payment

Payments can be made by invoice via PayPal or by check. Payment shall be made in full to CCHI no later than five (5) business days prior to the "live" date of the advertiser's program, as specified in the insertion order.

All payments to CCHI shall be made in US Dollars and shall be exclusive of any applicable tax, or V.A.T charges which shall be payable by the advertiser, where applicable.

3.3 Rate Card

Advertiser agrees to comply with the Mechanical Specifications and Dimensions requirements, the Deadlines, the Rates, and all other requirements outlined in the Rate Card for the publication in which Advertiser is placing advertisement(s). The Rate Card is published on CCHI's website at <http://www.cchicertification.org/advertise-with-cchi/advertise-with-cchi>.