

SOA Advertising Guidelines

Purpose

SOA staff may occasionally determine that it will accept advertising for an SOA publication. In doing so, staff recognizes that advertising may be an important means of keeping our readers informed of new actuarial-related products and services. The purpose of this policy is to articulate processes and guidelines to ensure that all advertising in SOA products is consistent with the SOA Mission and Vision Statement. All advertising in SOA products shall be factual, tasteful, professional, and intended to provide useful product and service information to SOA members and shall not interfere with the purpose of the specific publication.

Approval Process

All advertising in SOA products is subject to prior review and approval. The SOA's approval of any advertisement will in no way constitute endorsement or recommendation by the SOA or its publication of the contents of the advertisement, the product or the service advertised.

An advertising review team, comprised of the staff editor, the publications manager and the staff designer, will be responsible for reviewing and approving submitted advertising material. As necessary, advertising requests may be escalated to the director of communications and/or the managing director of marketing and communications. This team meets as needed to review all advertising submissions to ensure adherence to the following Advertising Guidelines.

Advertising Guidelines

The Advertising Review Team shall make sure that advertising submissions conform to the standards of the specific SOA publication and with SOA policy. The following guidelines shall apply to all advertising review:

- Advertisement may not conflict (or have the appearance of conflicting) with SOA policy or the SOA Mission and Vision Statement.
- Advertisements may not be defamatory, abusive, profane, threatening, offensive, or contain illegal or otherwise inappropriate information or material.
- Advertising may not include comparison of the product or service to any SOA product or service.
- Alcoholic beverages and tobacco products may not be advertised.
- Advertisements may not be deceptive or misleading in nature nor may they make claims of being the "best" product or service.
- The promotion of products, meetings or services that have the potential to compete with those offered by the SOA shall be reviewed and evaluated on a case-by-case basis.
- Advertisements may not give the appearance of endorsement of a product or service by the SOA.
- Membership solicitation by organizations other than the SOA is prohibited.
- Fundraising by organizations or individuals other than the SOA and the Actuarial Foundation is prohibited.

- SOA's prior written approval is required for use of the SOA's name and/or logo in advertisements.
- Sponsorships of special issues, editorial inserts, onsets and outsets and special sections and contests may be acceptable, subject to staff determination and these Guidelines.
- To prevent editorial-advertising conflicts, sponsorships of regularly published editorial sections, departments and features may not be accepted.
- Single-advertiser issues may not be accepted.
- Advertisers shall be limited to one advertisement per issue.
- There shall be no trading of advertising for editorial or editorial for advertising.
- The SOA editorial staff shall not assign, write, edit, design, or lay out special advertising sections or supplements. However, editors will review, revise, and approve for publication any advertising section or supplement to ensure that these Guidelines are followed.
- All advertising shall have a design different from editorial content, at least in typeface and layout. Advertisements that, in the opinion of the SOA Advertising Review Team, may be confused for editorial content shall either be rejected or shall be clearly labeled at the top of the advertisement with the word "advertising," "advertisement," or similar designation.

Advertisement Position

Advertisement placement is at the sole discretion of the Advertising Review Team, however, cover, special positions and insert advertising may be purchased. All such specific advertising positions may be purchased on an annual contract basis only.

While SOA may attempt to not place advertisements for competing products and services near each other, SOA staff shall make no assurances that advertisement placements will *not* be near competing products.

SOA staff shall avoid advertisement placement in or near editorial content in a way that could compromise editorial integrity or confuse the reader.

Materials Submission and Retention

All written confirmation of material and corrections must be received by the SOA by the Ad Space Closing Date. If an advertiser fails to provide required material to meet deadlines of the issue in which space has been ordered, one of two actions shall be taken: (1) the last published advertisement available will be repeated, or (2) if no advertisement is available, the space will be forfeited. In either case, the advertiser shall be billed for the space reserved.

Advertising materials shall be stored for 12 months and then be discarded unless other arrangements have been agreed upon with the advertiser.

SOA Advertising Agreement

Advertisers and their agencies, when placing an ad, take full responsibility for the content of their advertisement and shall acknowledge receipt and review of the SOA Advertising Policy and SOA

Advertising Terms and Conditions via signature of the SOA Insertion Order. An advertisement may not be accepted by the SOA unless the SOA Insertion Order has been signed.