



## **Advertising & Sponsorship Policy**

The National Association of Geoscience Teachers (NAGT) welcomes partnerships with advertisers and organizations who align with NAGT's mission to support a diverse, inclusive, and thriving community of educators and education researchers to improve teaching and learning about the Earth.

The following policies apply to all print, online, and e-mail advertisements submitted to NAGT, and which NAGT accepts for publication, as well as sponsoring partners of NAGT. Advertisers and sponsors must comply with all of NAGT's policies, which are designed to benefit NAGT, its members, the public, and our advertising and sponsorship partners. We may update our terms, policies, and guidelines on occasion, so please review them regularly.

### **I. Advertising**

#### **a. NAGT Advertising Standards**

NAGT is committed to following the highest ethical principles while fostering the distribution of resources, information, and professional connections within the geoscience education community. To maintain the integrity of NAGT, its scientific and educational content, and its publications and websites, advertisers do not influence editorial decisions, content, and/or programs associated with or organized by NAGT.

Advertisers are responsible for ensuring their ads comply with all applicable U.S. and International laws, industry codes, rules, and regulations. Ads must not infringe the intellectual property, privacy, publicity, copyright, or other legal rights of any person or entity.

Ads must not be indecent, obscene, or defamatory. In addition, ads must not be false, misleading, fraudulent, or deceptive. All disclosures in ads must be clear and conspicuous.

A paid advertisement within one of NAGT's publications or on an NAGT website does not constitute NAGT endorsement of a program, service, or company.

#### **b. Review**

All ads are subject to NAGT's review and approval. NAGT reserves the right to refuse any ad in our sole discretion for any reason. NAGT also reserves the right to request modifications to any ad, and/or to require factual substantiation for any claim made in an ad. This includes, without limitation and by way of example only, modifying the advertisement by adding an "ADVERTISEMENT" label to content.

#### **c. Ad Display & Quality**

All ads to be displayed on NAGT platforms must align with the specifications outlined in the media kits associated with each available platform. Ads that do not meet such specifications will not be accepted for publication, and NAGT will not be responsible for editing or resizing any submitted ads. We only allow ads that are clear, professional in appearance, and that lead users to content that is relevant, useful, and easy to interact with. All ads must be of the highest quality and meet the highest editorial standards.

#### **d. Payment**

Current advertising rates apply, and may be changed by NAGT at any time with notice. Payment must be completed in full prior to first advertising run.

NAGT shall have the right to hold the advertiser and/or its advertising agency liable for such monies as are due and payable to NAGT for advertising which the advertiser or its agency ordered and which NAGT published. Sequential liability clauses will not be accepted. The advertiser and the agency agree to hold NAGT harmless from any and all claims or suits, including attorney fees, arising out of advertising published.

#### **e. Cancellation**

Written cancellation of an order must be received at least three weeks prior to the ad's scheduled publication date to avoid billing. No cancellation will be accepted without written acknowledgement from NAGT confirming receipt.

Any order canceled after the deadlines stated in the Advertising Calendar will incur the full insertion cost. Late delivery of materials may incur forfeiture of space at full cost.

## **II. Sponsorship**

### **a. NAGT Sponsorship Standards**

NAGT pursues sponsorship for meetings and conferences, as well as corporate sponsors, as a means of generating non-dues and non-registration revenue to help support the costs of programming. NAGT offers various sponsorship options to organizations whose products and services support the mission of NAGT, provide information to NAGT members, and/or enhance the objective of NAGT programming. NAGT may decline sponsorship at its sole discretion.

To maintain the integrity of NAGT, its scientific and educational content, and its publications and websites, sponsors do not influence editorial decisions, content, and/or programs associated with or organized by NAGT. Sponsorship of a meeting or event, as well as corporate sponsorship, does not constitute an endorsement of the sponsor by NAGT.

### **b. Payment**

Current sponsorship rates apply, and may be changed by NAGT at any time with notice. Payment must be completed in full prior to the promotion of sponsors.

NAGT shall have the right to hold the sponsor and/or its advertising agency liable for such monies as are due and payable to NAGT for advertising which the sponsor or its agency ordered and which NAGT published. Sequential liability clauses will not be accepted. The sponsor and the agency agree to hold NAGT harmless from any and all claims or suits, including attorney fees, arising out of advertising published.

### **c. Cancellation**

No cancellation will be accepted without written acknowledgement from NAGT confirming receipt. Sponsorships are not eligible for refunds.