



Publication/Website/Email Editorial/Advertising Policy/Standards

Approved March 7, 2024

With the goal of serving the information needs of members with professional, high quality communications tools. It is a policy and subservient to the Bylaws of the Santa Clara County Dental Society.

Editorial Content

It is the policy of SCCDS to accept articles in its magazine and website as vehicles for the fair sharing of information and opinion germane to and effective and useful for members in their practices.

Members and vendors may submit articles.

The Editor and Executive Director are authorized to reject an article if it is inappropriate, unnecessarily controversial, written in poor taste, self-promoting or inaccurate. Articles deemed questionable by our Editor and/or Executive Director may be reviewed by the Editorial Board and voted on, with a majority ruling.

An author whose article has been rejected may assert their option to present to our Board of Directors for review and a final decision.

Members and vendors may author only one article per issue and no more than four in a year. Exceptions are members of the Editorial Board, the Executive Committee and committee chairs.

Legislative articles must be reviewed by the Santa Clara County Members Political Action Committee and submitted by that committee chair. **The article must be educational without taking a position.**

Photos must be originals taken and submitted by the author. If there is no provenance for the photo, permission must be received from the photographer or the photo will not be used.

Staff and the Editor reserve the right to edit an article for grammatical and spelling errors, sentence or paragraph construction, and length, remembering the goal of maintaining the message and tenor of the article.

Advertising Content

It is the policy of SCCDS to accept advertising in its printed publications, website, and email communications as a service to members to inform them about services, opportunities and products germane to and effective and useful in their practices. Such advertising must be factual, dignified and adhere to the ethical guidelines for advertising established by the ADA Principles of Ethics and Code of Professional Conduct, the CDA, and the advertising guidelines of the Dental Board of California. Advertising must be related to dentistry or provide a service or benefit to members.

All advertisements submitted are subject to review by the Editor, Executive Director, or President. SCCDS reserves the right to accept or reject advertising for non-adherence to the Code or this policy. Such decisions will be non-discriminatory with regard to gender, religion, age, race or ethnicity.

Guidelines:

1. Who may advertise:

- Any health professional – dentist, medical doctor, chiropractor, physical therapist etc. Such are prohibited from offering fees, discounts or rewards for referrals
- Any company that has a service or product that is germane to and effective and useful in a dental practice or of interest to dentists and their families
- Any dental school or educational facility
- Study groups if they are open to all members.
- Other dental community organizations such as those for dental hygienists, other dental societies, etc.
- Sponsors of CE that enhance the knowledge, skill or competence of a dentist unless the program directly competes with a program offered by SCCDS (e.g. in close proximity of date so as to draw attendees away from the SCCDS program). CE sponsors must be registered providers with the California Board of Dental Examiners under Title 16, California Code of Regulations, section 1016 Dental Board of California.
- Advertisements related to employment, purchase or sale of a practice will be allowed in the classified section but may be formatted by the editorial staff to fit with the style and layout of the publication.

2. The following will not be accepted:

- Advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue or patients for a dental practice that will occur as a result of attending an advertised program or seminar or engaging a consultant.
- Advertising that implies that the volume of a practice, in income or number of patients, may be increased at the expense of proper patient care
- Advertising that seeks information for, or in any way pertains to, class action lawsuits
- Advertising for alcohol, recreational drugs, marijuana, tobacco products, e-cigarettes, or sugar-sweetened beverages.
- Advertising that compares dental products or services

3. Ads must be clearly marked as advertising in emails with a **large** advertisement banner followed by the advertisement. The ad cannot be within the body of the email.

4. Ads Cannot affiliate themselves with SCCDS except to say they are a member. By accepting an ad, there is no implied endorsement of the service or product unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted.

5. Advertisements that simulate editorial copy must be clearly identified as paid advertising. Advertorial copy that purports to provide information in a specialized field must be reviewed by a member expert.

6. Advertising will not exceed 50% of the pages of The Cutting Edge magazine. The Executive Director is responsible for monitoring the percentage. Should the percentage approach the 50% threshold, the Editor and Executive Director will decide how to limit further advertising.

7. Advertising placement in The Cutting Edge will be at the discretion of the Executive Director and/or Editor. Preference may be given to dental society events for the front or back cover, the inside front cover or pages one, two or three.

8. With the goal of providing a variety of information to members, and being fair to all advertisers, repetition of ads will be determined at the discretion of the Executive Director and/or Editor on the

basis of esthetic appeal, page layout space of the publication and variety of information available to our member readers.

9. Vendors who have outstanding invoices can be refused additional advertising until the debt is paid.