

Pennsylvania Orthopaedic Society Advertising Guidelines

Advertising will be accepted in Pennsylvania Orthopaedics subject to the following guidelines:

- Advertisements will be accepted for products or services thought to be of interest to Pennsylvania orthopaedic surgeons and will not be accepted for products or services thought to be in direct conflict with POS endorsed or sponsored programs/activities.
- Advertising which simulates reading matter will be plainly marked "advertisement" in a typeline above or below the insertion, in accordance with postal regulations.
- Advertisements will be run on a first-come, first-served basis and will be limited to two ads per issue.
- Cancellation will not be accepted after the closing date (see deadlines). Payment must be submitted with advertisements.
- Initial review of proposed advertising or classified ads will be made by the newsletter editor.
- The Pennsylvania Orthopaedic Society is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in Pennsylvania Orthopaedics.
- The Pennsylvania Orthopaedic Society reserves the right to determine the placement of all ads.
- Full payment must be submitted with each agreement prior to publication.
- An advertiser may change the copy of the ad for any issue. All advertising changes require the submission of new artwork.