



# Advertising and Sponsorship Policy

## Advertising and Sponsorship Guidelines for Online Products & Services for the *Journal of Student Science and Technology*

The **Foundation for Student Science and Technology (FSST)** is a not-for-profit organization dedicated to developing the career potential of gifted high school, college and university students for leadership roles in the science community.

The Foundation aims to cultivate tomorrow's science leaders by advancing their early knowledge of career demands and challenges. Our Mission is to **Connect** ideas and people across the spectrum of education, public and private enterprise and science and technology; **Invest** in the early career development of gifted students of science and technology; and **Build** programs that emulate real world circumstances and help improve students' chances of career success.

Since 2008, the Foundation has helped more than 500 gifted students develop their leadership potential in the realm of physical and life sciences, engineering, mathematics and informatics, biology and environmental studies, social sciences and humanities, and more.

The Foundation's structured programs include the award-winning *Journal of Student Science and Technology*, an Student Science and Technology Online Research Co-op and more.

### Eligibility

1. Advertising space will not be sold nor sponsorship accepted on condition that any influence whatsoever be granted over the editorial process or influence on participation and/or structure of other programs.
2. All advertising, including advertorials, must be identifiable as advertising and must not be portrayed as editorial content either in format or appearance, and shall not be associated with any FSST logo, trademark or other markings.
3. Advertisements for products and services and public service messages that compete with the products and services offered by the FSST are not eligible. Exceptions may be made and any such decisions will be determined in accordance with the stated review process.
4. Advertisements of or sponsorship from tobacco products, alcoholic beverages, weapons, gambling or pornography are not eligible.



5. Advertising must be factually accurate, must not be misleading, and must be in good taste.
6. Advertising must adhere to federal and provincial human rights legislation and shall not discriminate on any prohibited grounds.
7. The fact that an advertisement has previously appeared in a publication, product, program, or service shall not be referred to in collateral advertising by the advertiser.
8. Upon approval, the sponsors will be recognized on the web pages of FSST for which their funding is targeted. If a print version of the *Journal* or other output from another program is produced, the sponsor may also be recognized in print. FSST will respect any donors' who wish to remain anonymous.

## **Notice of ad change/cancellation**

1. Notice of removal or change of online and/or print advertising must be received no later than five business days in advance.

## **Review process**

1. The Foundation for Student Science and Technology reserves the right to declare final approval of all advertising and sponsorship, and the right to reject any advertisement or sponsorship at any time. Ultimate decision-making authority rests with the Executive Director.
2. All advertising must meet all applicable standards for advertising under all applicable federal and provincial legislation.

## **Disclaimer**

The appearance of advertising or sponsorship in accordance with these policies shall not be considered as a warranty, endorsement of claims made for a product(s) or service(s), or of their effectiveness, quality, or safety, nor an endorsement of a manufacturer, distributor or promoter of a product(s) or service(s) on the part of the Foundation for Student Science and Technology. The Foundation for Student Science and Technology shall not be liable for any damages, claims, liabilities, costs or obligations or for any indirect, incidental, special or consequential damages of any kind including any claim for commercial or economic loss whether arising in negligence, tort, statute, equity, contract, common law, or any cause of



action or legal theory from the use or misuse of the advertising material or sponsorship information that appear, whether such obligations arise in contract, negligence, equity or statute law. No guarantee or warranty is made as to the quality, accuracy, completeness, timeliness, appropriateness or suitability of the advertising material or sponsorship information provided.

Policy Section:	Ethical Conduct
Approved by:	Board, Members
Date Approved:	Friday, December 12, 2014
Date Effective:	Monday, December 15, 2014
Date Last Amended:	Tuesday, October 28, 2014
Contact:	Secretary/Treasurer