

NOVA News Advertisements: **Forms and Standards**

Classified Ads Form

Please use the online form on the NVDS website to submit your classified advertisements for publication in an upcoming issue of NVDS' bi-monthly newsletter and/or the NVDS website. Please call Tracey Dougherty at 703-642-5298 or email tdougherty@nvds.org if you have any questions.

Display and Classified Advertising Payments

Send your check or payment information to:

NORTHERN VIRGINIA DENTAL SOCIETY
4330 EVERGREEN LN STE N
ANNANDALE VA 22003-3238

NVDS Advertising Standards

- All advertising submitted is subject to review and, where needed, editing.
- Advertising must not be deceptive or misleading. Further information may be requested from advertisers.
- Advertising deemed to be in conflict with the ADA Principles of Ethics and Professional Code <https://www.ada.org/about/principles/code-of-ethics> of conduct will not be accepted; also, advertisements found to be offensive, discriminatory, promoting bigotry, or engaging in personal attacks will be refused. Any product, service, or company involved in regulatory proceedings or litigation may be declined.
- Advertisers must guarantee that all products meet applicable state of Virginia and Federal regulatory requirements. Appearance in NVDS publications or online does not imply that these products and services, do, in fact, meet these requirements. It is the advertiser's responsibility to comply with state and Federal regulations.
- Advertisements may reference scientific literature if such references are truthful and accurate. The NVDS may request further documentation if needed.
- Paid political advertisements for candidates for public office will not be accepted. This is not intended, in any way, to prohibit or discourage individuals from seeking office in their local government, ADA, VDA, or component societies.
- Advertisements for tobacco and cannabis products and alcoholic beverages will not be accepted.
- Educational courses may be advertised if the requirements of the ADA Continuing Education Recognition Program (CERP) are met. Also, courses sponsored by state or component dental societies meeting the requirements of the Academy of General Dentistry for recognition may be advertised. Courses sponsored by commercial entities will be considered for publication on an individual basis.
- The words "Paid Advertisement" must appear in any advertising simulating editorial content.
- Testimonial advertising and quotes must be truthful, accurate, and placed only with the written consent of the individual, agency, or organization quoted.
- NVDS will not accept advertisements that contain dentist(s) names as endorsements.