



**ADVERTISING
GUIDELINES**

for *Ontario Dentist*
and other ODA
publications

Ontario Dentist is pleased to provide ODA members with information to help them deliver exemplary oral health services and attain optimal health for the people of Ontario. All advertising must be in accordance with this philosophy. No advertising will be accepted which, in the opinion of the Publisher, Editor and/or Managing Editor, constitutes the promotion of a product known to be hazardous to health, that is any way misleading, in contravention of laws or regulations, in violation of ODA policies, detrimental to the ODA, that is not in keeping with a standard of ethics and professionalism, the ODA's core values or is in discriminatory or bad taste.

Acceptance of paid advertising does not constitute an endorsement of a product or service by the ODA. The publication will not accept advertising that conflicts with any known ODA policy.

This disclaimer appears on the masthead of every issue of *Ontario Dentist*:

Advertising must comply with the advertising standards of the ODA. The publication of an advertisement or inclusion of a polybagged item should not be construed as an endorsement of, or approval by the ODA.

The ODA adheres to the *Royal College of Dental Surgeons of Ontario's Guidelines Respecting Advertising*, and *Code of Ethics*, as well as the *Human Rights Code of Ontario*.

In addition, at least two of the following individuals must approve all advertisement copy and visuals prior to first publication: the Publisher, Editor, Managing Editor or Lead, Production Designer, of *Ontario Dentist*. Recognizing that regulations, science and standards of good taste evolve, any of the individuals responsible for approving may request changes to the same advertising material for subsequent publications. In practice, this will be achieved by requiring all new and reprinted advertisements to be approved as noted above for every issue.

All advertisements are assessed on a case-by-case basis, though the following general guidelines should be followed:

1. Ads may not identify any dentist practising in Ontario, when such an identification constitutes a testimonial used in the advertising of consumer or clinical/dental products.
2. Dental, medical, legal, accounting and other registered professionals may wish to advertise their services in *Ontario Dentist* or another ODA vehicle. Any such advertiser must be a member in good standing with their respective regulatory body. To ensure this, every professional who submits an advertisement must attest, at the time of submission, that they are a licensed member in good standing with the Public Register of their regulatory body. Ultimately, it is the advertiser's responsibility to disclose whether their registration is either not in good standing or has changed prior to the publication date.
3. All scientific and clinical claims in advertisements must be supported by cited evidence on the advertisement, in the form of references.
4. Guidelines for the use of ODA logos are outlined in the *ODA Visual Identity Standards*, housed on the ODA's Resource Library. If more information is required, please contact our Lead, Production Designer, Geoff Duffton at gduffton@oda.ca.

It is our policy that **no articles** published in *Ontario Dentist* will be distributed to advertisers prior to publication.

(For clients who are registered professionals): I attest that I am a licensed member in good standing with my regulatory body.

Date

Signature

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