

Advertising Policy

Advertising will be accepted in the newsletter subject to the following guidelines:

- Advertisements will be accepted for products or services thought to be of interest to Pennsylvania ophthalmologists and will not be accepted for products and services thought to be in direct conflict with PAO Board of Directors endorsed or sponsored programs or activities.
- Advertisements will be run on a first-come, first-served basis as space permits.
- Payment must be submitted with advertisement. Any outstanding payments must be brought up to date before any new advertising will be inserted.
- Initial review of proposed advertising or classified ads will be made by the newsletter editor and/or the association director.
- Questions or problems regarding proposed advertising should be directed to the newsletter editor and/or the association director. Problems which cannot be resolved by the editor or the executive director will be referred to the PAO Board of Directors whose decision will be final.
- PAO is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the newsletter.
- A signed contract and full payment must be submitted with each application prior to publication.
- An advertiser may change the copy of the ad in any issue. The ad will be repeated as in the previous issue if the publisher has not received new copy by issue deadline specified. All advertising changes require the submission of new artwork.