

If you're interested in advertising on the PVED website, please click on our [advertising link](#) and contact marna@pved.org

If you'd like to become a corporate sponsor of PVED, please use our contact marna@pved.org or call 503.987.1433

PVED Advertising Policy

At PVED, we devote ourselves to the patient -- that means or parents and parents-to-be. Because we don't charge our parents for any of our services, we need to sustain ourselves through advertising or sponsorship because the baby making business from our end, it turns out, doesn't pay very well.

We politely decline any advertising that we believe is false, libelous, exploitative, or hateful, or for that matter doesn't mesh well with our site or organization. And to keep our hands clean, we don't accept advertising from political candidates or parties.

For the most part, we maintain an open-door policy with advertisers. Our hope of course is that all of our advertisers are on the same page with PVED about who we are, what we do, and the support of our parents -- however, we aren't going to be uptight or stressed out about that either if you're not. As they say in legalese ..."the ads we run represent the opinions of the advertisers, not necessarily the opinions of PVED or its staff." Our advertising arrangements will have no impact on our ability to provide education, support and empowerment to all of our parents and intended parents alike.

While we are here we also want to state that we can't and won't guarantee your business will increase and patients will be standing in line to become patients at your clinic or agency. We can say that our forum pushes through thousands of messages each month, and that our patients are not shy when it comes to talking about clinics, agencies, or other industry service providers. We also answer thousands of individual emails each month and speak to hundreds of prospective parents each month who ask many questions about the very clinics that advertise with our website.

We believe our readers and members are bright enough and are discerning enough to evaluate the claims made by ads. They can certainly they can ignore ads they don't like.

We appreciate diversity -- biodiversity, gender and ethnic diversity, and diversity of opinions -- and our ad policy reflects that.

On to the serious stuff:

- To further our mission of making reliable health information available to the public, we accept advertising and sponsorship under strict guidelines. We will refuse any advertisement that we believe is incompatible with our mission. The presence of an ad on our site, or on our blog: <http://tpvedo.blogspot.com> does not imply endorsement of the advertised company or product.

- Advertisers and sponsors must not make unsubstantiated health claims or suggest that PVED has endorsed a product. Advertising is not targeted to individual users but may be placed on the site adjacent to content related to advertiser or sponsor interest. Advertising also appears on our PVED blog.
- PVED.ORG maintains a distinct separation between advertising content and editorial content. All advertising content on PVED.ORG or TPVEDO.BLOGSPOT.COM is clearly labeled as an advertisement. Sponsored areas of the site are labeled as such, and the sponsoring organizations are identified.
- We will clearly distinguish advertising from health information content, using identifying words, design, or placement. We place ads on PVED to avoid confusion between advertising and health information content.
- It is the responsibility of the advertiser to comply with the laws and regulations of the United States of America, the country in which the site is based. We reserve the right to review all Advertising for compliance with applicable laws and regulations and, if we become aware of any breach or potential breach of any applicable law or regulation or of these guidelines, we may remove the advertising.
- We will have sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising on PVED.ORG We may change this policy at any time in its sole discretion by posting a revised policy to PVED.ORG
- Under no circumstances will our acceptance of an advertisement be considered an endorsement of the product(s) and/or service(s) advertised or the company that manufactures, distributed, or promotes such product(s) and/or service(s).
- We reserve the right to reject, cancel, or remove at any time any advertising from PVED.ORG for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any advertising, together with an explanation following the rejection, cancellation, or removal. We will not accept advertising that, in our opinion, makes unsubstantiated claims of therapeutic benefit for particular products or services or contains false or misleading information. In addition, we will not accept advertising that, in our opinion, is not factually accurate and in good taste.
- We will not permit at any time the placement of any advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or handicap. Advertising must not be related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, or tobacco.
- Advertisers must respect the terms of our privacy policy, and may not attempt to individually identify any users of PVED.ORG or obtain inappropriate access through other technological means to personally identifiable information.
- Advertisers will not influence the way any search results for specific information by keyword or topic are displayed on PVED.ORG.
- No advertising shall be permitted which may injure the good name or reputation of PVED, Inc . or PVED.ORG

A detailed guide for accepting advertisements and sponsorships is now available upon request.
For more detailed information about advertising and sponsorship on PVED.ORG, go to:

<http://www.parentsviaeggdonation.org/v2/advertise.html>

For further information please email: info@pved.org or call 503.987.1433