

Policy/Procedure Title: Advertising Policy**Original Adoption/Approval: 7/21/2026****Revised: 7/21/2026**

Purpose

The purpose of this policy is to define the criteria used by the Academy to permit dissemination of advertising copy in all ACEWM publications, websites, and social media accounts. In general, only advertisements that are congruent with the *American Physical Therapy Association's* Code of Ethics and *Standards of Practice*, and the Mission of the ACEWM will be accepted for dissemination. In addition, the publication of advertisements in the newsletter, on the web site, in the Journal of Clinical Electrophysiology and Wound Management or in other materials does not signify support or validity of the content, nor does it imply endorsement by the Academy or other subsidiaries of the *American Physical Therapy Association* (APTA).

Scope of Potential Advertisers

Commercial vendors of clinical and academic/research products, academic programs, and sponsors of continuing education courses are representative of the many potential advertisers in the Academy documents. Accordingly, the following criteria defines those individuals and organizations who are eligible and ineligible to advertise:

Eligible Advertisers

- Commercial organizations approved for advertising in other APTA publications
- Nonprofit or philanthropic institutions, accredited universities, colleges, and national foundations
- Accredited health care facilities including medical centers, clinics or physical therapist owned facilities.

Professionals, which includes, but is not limited to, physical therapists, occupational therapists, physicians, nurses, and credentialed academicians who sponsor and/or directly provide continuing education courses. The ACEWM Board of Directors reviews other persons or organizations, on a case-by-case basis.

Ineligible Advertisers

- Persons or institutions disseminating information that is not congruent with the *American Physical Therapy Association's* Code of Ethics and the Mission of the ACEWM will not be accepted.

The American Physical Therapy Association prohibits preferential or adverse discrimination on the basis of race, creed, color, gender, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for

membership, rights or members, policies, programs, activities, and employment practices, The Academy of Clinical Electrophysiology and Wound Management is supportive of that position in accepting advertisements on the web site, social media accounts, the Journal and in its newsletter or other publications.

Eligibility Decisions

Compliance with the policy is at the sole discretion the ACEWM Board of Directors. In the event that the rejection of an advertisement occurs after an initial acceptance, no refunds will be given. In such cases, the ad will be removed from the web site, social media accounts, future newsletters, the Journal or other publications. Purchasers waive the right to contest the BOD decision, which is final. Furthermore, purchasing an advertisement, gives consent to ACEWM to make reasonable inquiry and investigation regarding the advertiser's compliance with this policy.

Advertising Fees

Advertising fees are set at the discretion of the Board of Directors. These fees are non-negotiable and are due upon submission of the advertising copy.