

ADVERTISING

10.0 Commercial Advertising

Advertising is the commercial use of media to heighten consumer and stakeholder awareness or familiarity with the CPA, the physiotherapy profession, the logo or brand and physiotherapy services. The term media shall include, but not be limited to, television, radio, newspaper and magazines, billboards and the internet.

10.1 Advertising Guidelines

- CPA does not accept advertising that runs contrary to the Code of Ethics, Mission, Vision and Values of the organization nor those of its stakeholders or partners. Advertising will not be accepted for products and services considered to be contentious or in competition with CPA products and services. Advertising will not be accepted if it runs contrary to the guidelines published by regulators for registered therapists. (Note: at all times it is the responsibility of the physiotherapist to be aware of and compliant with his/her college regulations.)
- CPA's acceptance and publishing of advertising will comply with the laws and regulations of Canada and the Canadian Code of Advertising Standards.
- Advertisers agree that any consumer dissatisfaction with a product or service advertised through CPA publications is the responsibility of the advertiser. Complaints received by the CPA may result in an advertisement being discontinued without compensation to the advertiser.
- CPA will make every effort to avoid publishing advertisements from only a small number of sponsors. CPA will seek to avoid having specific content within peer-reviewed publications or other editorial products either juxtaposed with advertising from or supported by single sponsors within a related therapeutic area (i.e. advertising for back support products beside an article that outlines advances in treatment of persons with musculoskeletal conditions).
- The fact that an advertisement of a product, service or company has appeared in a CPA publication shall not be referred to in collateral advertising without specific written authorization from the CPA.
- In the case of "Congress" or conference banner advertising, no advertising will exceed the size of the official conference banner and/or the CPA logo. Joint publications or events provided through or with sponsor support will include acknowledgement of support and logo of sponsor no larger than CPA logo also featured.
- From time to time, CPA may make sponsored content available, for which its creation has been funded in whole or part by funds outside of CPA. Sponsored content will be clearly defined by a logo or text with the following message: "this content is sponsored by "Company" in collaboration with the CPA".
- Website advertising provided through the CPA's "Find a Physio" page must adhere to the rules and regulations set forth by the provincial college regulating the advertiser and where applicable, the CPA guidelines as listed above.
- Advertising will also feature a disclaimer that clearly indicates its status and releases CPA from any claims of endorsement or support, except in situations tied to CPA product recognition program.

10.2 Agreements

CPA will have the sole discretion for determining the types of advertising that will be accepted and displayed. Under no circumstances will CPA's acceptance of an advertisement be considered an endorsement of the product(s) advertised or the company that manufactures it. CPA reserves the right to discontinue advertising at any time and will refund the balance outstanding related to payments for future advertising. Previous acceptance of an advertiser under these guidelines does not guarantee continued acceptance. Advertisements are reviewed on a case-by-case basis.

CPA retains the right to reject advertising of any kind and will not accept advertising that, in CPA's opinion, makes unsubstantiated claims of therapeutic benefit for particular products or contains false or misleading information. In addition, CPA will not accept advertising in any form for any products or services known to be harmful to health (e.g., tobacco products), nor knowingly accept advertisements of any kind from companies that manufacture such products directly or through their subsidiaries.

10.3 Editorial control

CPA maintains a clear separation between editorial and advertising decision making; current or potential sponsors may not dictate the form or substance of the editorial content appearing in CPA publications or products. CPA's management has full responsibility for ensuring compliance with CPA advertising policy.

CPA will clearly distinguish advertising from membership, association business or health information content, using identifying words, design, or placement. CPA publications are designed to avoid confusion between advertising and editorial content.

CPA readers must be able to readily distinguish between promotional and editorial material. Toward this end, CPA will not run "advertorial" content that is not clearly identified as such.