

## **AACR Website Announcement Policies**

As part of our mission to prevent and cure cancer, the American Association for Cancer Research (AACR) will permit outside parties/organizations to post brief announcements on the news section of the AACR website. AACR reserves the right to grant permission or refuse to grant permission for outside parties to submit announcements subject to the following policies:

### **A. Acceptable Uses**

1. The website will be made available only for communications germane to the practice of medicine, its scientific or socioeconomic aspects, or items of interest to the researcher, physician or medical student.

### **B. Unacceptable Uses**

The AACR announcements section will NOT be available for:

1. Promoting a product or service that, in the view of AACR, may compete with AACR products or services.
2. Communications that could mislead, misinform, or deceive.
3. Disseminating distasteful material.
4. Promoting the use and sale of tobacco products, beer, wine, or other spirits.
5. Promoting drug products or medical equipment and devices involving a premium offer that increases cost to the patient .
6. Communications regarding investment or income opportunities.
7. Use in connection with publicity or advertising that might imply, through copy or layout, AACR endorsement of an organization, its products, or services.

## **Approval Process**

Uniform standards will be applied to all requests. The policies for approving use of the AACR lists will be imposed without favor or exception.

Complete information regarding the specific use must be made known to AACR if requested. Information on the reliability and integrity of the applicant may also be requested by AACR.

Permission will be granted only to applicants who agree in writing to be bound to AACR policies listed in the agreement and in this attachment.

Please note that the number of announcements will be restricted to a maximum of four per month. These slots will be available on a first come first served basis.

Announcements should be no more than 50 words, excluding a URL. However, the links will not be live.

Announcements for vacant positions will not be accepted under any circumstances.

Announcements must be sent to [Marketing@aacr.org](mailto:Marketing@aacr.org), along with an email agreeing to the conditions set down above.