

Maryland Sporting Dog Association (“MSDA”)

DRAFT Website Advertising Policies¹

Promotional space on the MSDA website is available as an added benefit to major sponsors of MSDA events. The appearance of advertising on the MSDA website is neither a guarantee nor an endorsement by MSDA of the product, service, or company nor of claims made in or implied by such advertising.

A. Format:

1. The ad must be provided by the sponsor as an image in electronic format (e.g., .gif, jpg, .png). Only static images are accepted – no video or audio files. The content and presentation of any ad may be subject to approval by the board of MSDA (see also “Limitations” on the next page).
2. The ad should be of a square format. It should be scalable and readable at sizes at least down to 300 x 300 pixels.² Showing just the company name and/ or logo may be a good choice but a very simple visual message can also work. The file size should not exceed 2 MB.
3. All ads must clearly and prominently identify the sponsor/advertiser by trademark, name, or similar means.

B. Display (for sponsors of current/recent events):

1. Advertising that appears on the MSDA website will be set apart and distinguishable from informational content.
2. Ads will be displayed at the bottom of all other information on MSDA website pages, either at the bottom of the sidebar or in the footer of the main page sections. Ads will be visible on all HTML pages but not on linked documents such as PDFs.
3. The specific arrangement and order of the promotional spaces on the website is strictly at the discretion of MSDA.
4. Currently, MSDA is not limiting the number of promotional spaces available on the website, but may choose to do so in the future.

C. Links: The sponsor should provide a URL along with the ad. Clicking on the ad then will open a new tab in the website visitor’s browser and take them to the provided URL. Instead of a URL, the sponsor may specify an e-mail address. In that case, clicking on the ad will open the viewer’s default e-mail client and fill in the provided address in the “To” field, allowing the visitor to send a message or inquiry directly to the sponsor.

D. Timing:

1. Website promotional space will be available to sponsors for up to two months before the event and up to one month following the event.
2. After that time, the same ad may continue to appear only on the website page reporting news and results from that particular event. There is no guarantee how long such a page will be available on the website.
3. The sponsor may ask to permanently remove the ad from the MSDA website at any time.

E. The ad must be e-mailed to the chair of the sponsored event (not directly to the webmaster) along with the requested URL or e-mail link information.

¹ This is draft of the new advertising policy. It is provided for information only and has not yet been approved by the MSDA Board.

² The MSDA website is responsive to different display formats – e.g., smartphone, tablet, hi-resolution computer screen.

F. Limitations:

1. All ads are accepted and published by MSDA on the warranty of the sponsor/ advertiser that it is authorized to publish the entire contents and subject matter of the advertisement.
2. Advertised products and services must be compliant with the regulations in the country where the advertisement may be seen. For example, advertisements for pharmaceutical products must comply with appropriate regulations.
3. Any reference to MSDA's events, services, or other activities in ads is subject to MSDA's prior written approval for each such use.
4. In consideration of publication of an advertisement, the sponsor/advertiser agrees to indemnify and hold harmless MSDA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
5. MSDA shall use its reasonable efforts to place approved ads in available space conforming to this policy document. However,
 - a. MSDA shall not be liable for any failure to publish any advertisement accepted by MSDA. MSDA is not responsible for any damages, including but not limited to actual, direct, incidental or consequential damages, for errors in displaying an ad.
 - b. All advertising requests are just that – requests. MSDA does not guarantee fixed positioning, size, or other attributes.
 - c. MSDA will not be bound by any condition, printed or otherwise, appearing on any ad request or copy instructions when such conditions conflict with the conditions set forth in this policy document.
6. MSDA does *not* accept:
 - a. recruitment ads;
 - b. ads endorsing or advocating for or against a candidate for political office;
 - c. ads advocating for or against a specific issue;
 - d. ads containing:
 - i. any content promoting the use of alcohol, tobacco or illegal substances;
 - ii. nudity, sex, pornography, or adult-oriented content;
 - iii. any content which is explicit or contains inappropriate language;
 - iv. content promoting illegal activity, racism, hate, "spam", mail fraud, pyramid schemes, or investment opportunities or advice which is not permitted under law;
 - v. content that is potentially libelous, defamatory, contrary to public policy or otherwise unlawful;
 - vi. any other content deemed inappropriate by the MSDA.
7. Advertiser links to other websites may not prevent a user from easily returning to MSDA's website.
8. MSDA may not have traffic statistics available for its website. In any case, MSDA does not release personally identifiable data on the users of its website to sponsors or advertisers.
9. MSDA may change the terms set forth in this policy document at any time.