



## National Certification Council for Activity Professionals

National Center for Montessori and Learning  
3015 Upton Drive Ste 103  
Kensington, Maryland 20895 USA  
T: 757-552-0653 E: info@nccap.org

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# NCCAP ADVERTISING POLICY 2019

NCCAP accepts advertising in certain of its professional publications and websites, meeting, event and symposium publications. Advertising revenue is used to support the activities of the NCCAP.

The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence educational or editorial content. Members and the public count on NCCAP to be an authoritative, specialized and independent credentialing organization for the Activity Profession. Public confidence in our objectivity is critical to carrying out our mission.

NCCAP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies, Standards for Advertising which states in pertinent part:

*“Advertising should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles. Placement of advertising adjacent to articles or editorial content discussing a company or product that is the subject of the ad should be prohibited. Advertising in should be subject to review by the CEO and Board. Advertising for CE activities or credits should also comply with requirements for advertising.”*

### ADVERTISING ACCEPTANCE

1. NCCAP has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by the CEO and Board of NCCAP. In no case shall separate agreements with the NCCAP or its subsidiaries supersede this policy.
2. Advertising for the following categories is prohibited: Alcohol, Tobacco, Weapons, firearms, ammunition, Fireworks, Gambling and lottery, Pornography or related themes, Political and religious advertisements, Advertisements that claim to have a “miracle” cure or method, Advertisements that make unsubstantiated health claims for the products advertised, Advertisements directed at children.
3. Advertisements new to NCCAP may require pre-approval before they can appear.
4. Advertisers may be required to submit supporting documentation to substantiate claims, if any.
5. While the NCCAP welcomes and encourages information-rich advertising, advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content and may require special labeling to distinguish them as such.



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6. In NCCAP professional publications and web sites, the intentional placement of advertising adjacent to articles discussing the company or product that is the subject of the ad is prohibited.
7. Advertisements may not imply endorsement by the NCCAP or its publications/web sites except as may be provided for under a separate agreement—in which case advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.
8. NCCAP’s published advertising policies are not exhaustive and are subject to change at any time without notice.

### DETAILS AND RATES

#### ADVERTS APPEAR ON THE NCCAP WEBSITE AND MONTHLY NEWSLETTER

1. Email your logo or advert to: [info@nccap.org](mailto:info@nccap.org) .
2. Advert Size: not less than 400 px wide for business card format.
3. Adverts are visible individually and in rotation with others adverts in the “Sponsor” box which is visible on each page of the website.
4. Price: \$125 /month with a 3-month minimum: \$375 .
5. Include website URL to embed .
6. Adverts post on website within 1 week after payment received. Payment details below.

### APPLICATION

Company or Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL : \_\_\_\_\_

Description of Product/Service: \_\_\_\_\_



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**PAYMENT:** \$125/month with a 3 -month minimum: \$375

**Check:** Make check payable to: "NCCAP" and mail to: NCCAP, NCMA 3015 UPTON DRIVE, KENSINGTON, MARYLAND 20895

**Credit Card:** Call NCCAP Office (757-552-0653) or Email below details to [info@nccap.org](mailto:info@nccap.org):

Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

CVV: \_\_\_\_\_

Expiration: \_\_\_\_\_