



International Council of Cardiovascular Prevention and Rehabilitation (ICCP)

ICCP Website Advertisement / Promotions Policy

Version 2

The ICCPR maintains its website at www.globalcardiacrehab.com. The ICCPR is approached to post cardiac rehabilitation or related content by commercial organizations on its' website. The opportunity to post content that supports the mission of the ICCPR (<http://globalcardiacrehab.com/sample-page/primary-goals/>) is a means by which ICCPR can extend its financial resources in achieving its goals.

Content of Advert

ICCP will consider the posting of adverts for commercial, education or research purposes, if they can prove to be directly related to the aims outlined in the ICCPR Charter (JCRP 2013, vol33). These can include specialist training courses or research projects and/or studentships. Content production will be kept to a minimum of no more than three short statements along with a contact address, telephone and/or weblink. ICCPR will also need to be satisfied that the content of the information on the advertiser's own website does not in any way contravene the values and aims of the ICCPR and the World Heart Federation.

Process to Solicit Advertisement on ICCPR Website

Email the Secretary (globalcardiacrehab@gmail.com) of the ICCPR with the following:

1. The content to be posted (Only what is provided for consideration will be posted. It is the sponsor's responsibility to provide any artwork for the advert.)
2. Disclosure regarding the source organization
3. A \$100USD administrative fee; Payment of the fee does not imply that approval is automatically granted.

The request will be considered by the ICCPR Executive within one month of receipt of the above information and application fee. The Executive Board may request proof of legitimacy / documentation or related letters/communications of the advertising organisation as part of the decision to post an advert on its website. Using the criteria above, Exec will decide whether it should be approved. This may occur via email or webconference.

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The ICCPR Secretary will provide notice of decision to the requesting party via email. If approved, the content will be posted to the ICCPR website upon receipt of the annual fee.

Fees

The fee to post commercial content or advertise a product to the ICCPR website is \$500USD per calendar year (this is over and above the \$100USD application fee).

For courses, service development, or research projects/personnel/studentships which are clearly being offered by a Full or Foundation Member of the ICCPR the fee will be nil (if public, as per ICCPR endorsement policy) or \$200 (US) per annum if private. For courses, service development or research projects/personnel/studentships which are offered by a recognised educational/research institution or society not associated with an ICCPR member association, again the fee would be \$200USD per annum (in addition to the application fee).

Those from lower-resource settings may request a reduced rate, which will be considered by the ICCPR Executive on a case-by-case basis.

Fees will be processed through the ICCPR Treasurer.

Posting of Advert

Commercial content will appear as a “sponsored link” on the ICCPR website, so it is clear the ICCPR is not formally endorsing the content and it is a paid advertisement. ICCPR takes no responsibility of failures or liabilities that may arise from the posting of an advert. ICCPR provides no guarantee of successful outcomes from the posting of adverts.

Failure to comply with the above policies will result, without prejudice, in the immediate removal of the advert from the ICCPR website.