



International Council of Cardiovascular Prevention and Rehabilitation (ICCPR)

ICCPR Website & Social Media Advertisement / Promotions Policy

Version 3

The ICCPR maintains its website at globalcardiacrehab.com, as well as [Twitter](#) and [Facebook](#) accounts. The ICCPR is approached to post cardiac rehabilitation or related content by commercial organizations on its' website and social media accounts. The opportunity to post content that supports the mission of the ICCPR ([Primary Goals](#)) is a means by which ICCPR can extend its financial resources in achieving its goals.

Content of Advert / Material for Posting

ICCPR 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.

ICCPR has a separate policy for requests to share information via their program email distribution list.

Process to Solicit Advertisement on ICCPR Website or Social Media account

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 (waived in some cases where there is neither secured funding or industry involvement; decision rests with Exec); Payment of the fee does not imply that approval is automatically granted.

The request will be considered by the ICCPR Secretary within one month of receipt of the above information and application fee. ICCPR may request proof of legitimacy / documentation or related letters/communications of the advertising organization as part of

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the decision to post an advert. Using the criteria above, the Secretary will decide whether it should be approved. Where the Secretary is unsure whether the request conforms with this policy, ICCPR Exec shall be consulted. This may occur via email or web conference.

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, via PayPal preferably through ICCPR's Treasurer.

Fees

The fee to post commercial content or advertise a product to the ICCPR website and/or social media accounts 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 recognized 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).

Fees for requests for distribution of surveys, etc via the website or social media accounts will be decided by Exec, and informed by any available funding to undertake the survey. See the policy for the email distribution list for distribution via those means.

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, preferably via PayPal.

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 or social media account.