

AIUM Advertising Policy

The following guidelines apply to all forms of advertising, including print, digital, website and multimedia:

- Information presented in advertisements must be ethical, educational, professional, and of value to the advancement of medical ultrasound and patient care.
- The AIUM reserves the right to reject or remove any material it regards as unprofessional, inappropriate, or as promotion of products or services in poor interest of the AIUM or patient care.
- Advertisements designed to resemble editorial pages will be rejected.
- Advertisers may be required to submit evidence and/or documentation to substantiate claims made in advertisement.
- Not all products or services advertised, advertisers, or claims made in advertisement are endorsed by the AIUM.
- Advertisers assume liability for all content of advertisement submitted and or any claims arising against the AIUM as a result of their advertisements.
- The publisher reserves the right to give a better position than specified in the order without notice at no increase in rates.
- All media kit terms and conditions apply.