

## Pharmacists Manitoba Advertising Policy

### Background

Pharmacists Manitoba is the advocacy organization for pharmacists in the Province of Manitoba. The Vision of the association is to unify and advance the pharmacy profession and the Mission is to inspire excellence in practice and promote the value of pharmacists' professional services.

### Policy

Pharmacists Manitoba is funded in part by advertising. Income from advertising directly supports the association's efforts to achieve our Vision and Mission and effectively advocate for members. Advertising must demonstrate alignment with Pharmacists Manitoba's Vision, Mission and Values, enhance the pharmacy profession, and/or promote the ongoing learning and development of pharmacists in Manitoba.

There is a clear and complete separation of editorial content and advertising in member communications. Advertising has no influence on the association's editorial policy, processes or content. Full control of editorial policy, processes and content rests with Pharmacists Manitoba.

This advertising policy is in place to ensure clarity for Pharmacists Manitoba advertisers regarding what types of advertising will be accepted. All advertising circulated to Pharmacists Manitoba members through the weekly electronic newsletter *The Weekly Script* or through the quarterly newsletter *Communication* is at the discretion of Pharmacists Manitoba and Pharmacists Manitoba has the right to reject advertising at any time. All advertising with Pharmacists Manitoba weekly electronic member newsletter *The Weekly Script* is clearly marked either "advertisement" or "sponsored content."

Acceptance of advertising does not constitute endorsement of products, services or companies. It is the advertiser's responsibility to ensure that advertising complies with all applicable domestic and foreign laws and the rules and regulations of regulatory bodies.

To place an ad in the Pharmacists Manitoba *Weekly Script* or *Communication* or for more information on advertising design requirements contact Pharmacists Manitoba at [info@pharmacistsmb.ca](mailto:info@pharmacistsmb.ca).

Board Approval: March, 24, 2020