



## ***JAFSCD and AgDevONLINE Advertising Policy***

The Journal and AgDevONLINE accept advertising according to the following principles:

1. All advertisements are subject to approval of New Leaf Associates, Inc., which reserves the right to reject or cancel any advertisement at any time.
2. Advertising is separate from content. Advertisers do not influence any of our editorial decisions or advertising policies.
3. Advertisers have no control or influence over the results of searches a user may conduct on New Leaf Associates' websites. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).
4. New Leaf Associates does not release personally identifiable data on the users of our websites to advertisers.
5. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on.
6. Any reference to New Leaf Associates or its products or services in advertisements, promotional material, or merchandising by the advertiser or agency is subject to the Publisher's prior written approval in each instance.
7. Advertiser links to other websites cannot prevent a user from easily returning to the original New Leaf Associates website.
8. Advertorials are not accepted on by New Leaf Associates.
9. Alcoholic beverages and tobacco advertisements will not be accepted.
10. Advertised products must be compliant with the regulations in the country where the advertisement will be seen. Advertisements for pharmaceutical products that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
11. Advertisements may not include offers for free merchandise or contests.
12. All advertisements must be clearly germane to agriculture and food system-based community development.
13. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
14. Advertisements must be clearly distinguishable from editorial content.
15. Advertising copy must be factual and in good taste.
16. All advertisements are accepted and published by New Leaf Associates on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
17. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless New Leaf Associates, Inc., its officers, agents and employees against expenses (including legal fees) and losses resulting from the

- publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
18. New Leaf Associates shall not be liable for any failure to publish any advertisement it accepts; however, New Leaf Associates shall use all reasonable efforts to place such advertisement in subsequent available space.
  19. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, New Leaf Associates cannot guarantee fixed positioning.
  20. Publisher may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
  21. In the event of nonpayment, New Leaf Associates reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable.
  22. New Leaf Associates will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this rate card.
  23. New Leaf Associates is not responsible for incidental or consequential damage for errors in displaying an ad.

### **Policy on Recruitment Advertisements**

1. All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on race, color, religion, creed, sex, age, marital status, national origin, mental or physical disability, political belief or affiliation, veteran status, or sexual orientation will not be accepted.
2. International recruitment advertisers are required to confirm in writing that they are an equal opportunity employer.

Advertisers, media buyers, and others with specific questions about advertising acceptability should contact Duncan Hilchey at [duncan@NewLeafNet.com](mailto:duncan@NewLeafNet.com).

### **Sponsorships**

Sponsorship and editorial content are clearly separated. A link to the Journal's Internet Advertising Policy will appear with all sponsorship on the Web site and in the Journal's e-mail service. Acknowledgment of support will not make any claims for any supporting company's product(s). The final wording and position of the acknowledgments will be determined by New Leaf Associates, Inc.