



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 100: GENERAL INFORMATION**

Est. 5-17-23

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### **101 PURPOSE**

Advertising policies are established to ensure that the goals of the Texas Association of City and County Health Officials (TACCHO) can be achieved and to provide specific working arrangements to ensure appropriate relationships exist between the association and advertising entities. Through TACCHO, entities have "one stop" access to an organized group of local health departments, their directors and staff, thereby minimizing the number of access points the entity has to make to reach individual health department and staff members.

### **103 UPDATE OF SPONSORSHIP POLICY**

In addition to the periodic update of the advertising policies and procedures, the Executive Leadership Team (ELT) reserves the rights to modify, revoke, suspend, terminate, or change any or all such plans, policies, or procedures, in whole or in part, at any time, with or without notice. A copy of such changes will be distributed to sponsoring entities. Changes become effective upon approval by the ELT.

### **104 POLICY REVIEW**

These policies are effective XXXXXX and will be periodically reviewed and updated as needed by the TACCHO ELT.

### **105 RESPONSIBILITIES**

TACCHO employees are expected to follow the policies set forth in the TACCHO Advertising Policies and Procedures Manual.

### **106 APPROVAL AUTHORITY**

The final approval authority for the TACCHO Advertising Policies and Procedures changes is the TACCHO ELT.



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 200: TYPES and LEVELS OF ADVERTISING**

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### **201 POLICY**

TACCHO, a not for profit (501c3), will consider and accept advertising from internal members and outside entities to promote and provide information to the membership of the Association or outside parties, as long as the advertising meets the Standards for Acceptance noted in this manual.

### **202 LEVELS OF SPONSORSHIP**

TACCHO may maintain various types and levels of advertising that will allow equal opportunity for entities from the private and non-profit sector. Types and levels will be determined based on current market acceptability and established in multiple fee ranges. Types and levels should be reviewed at least annually and updated as needed.

### **203 BENEFITS IN SPONSORSHIP LEVELS**

Benefits in each level should be created to provide access to the membership in a variety of methods, including but not limited to:

- Membership Meeting Presentations (regular membership meetings)
- Website Presence (monthly to annual placement)
- Newsletter Advertisements (weekly or more online newsletter notices)
- Event Advertising (periodic)

Benefit levels should consist of a step up approach, so that each level builds from the level below and provides greater accessibility to provide information to members.



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 300: STANDARDS FOR ACCEPTANCE**

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### **301 STATEMENT OF STANDARDS**

Standards for acceptance of advertising help TACCHO to maintain its integrity in the field of public health. The following will be considered when reviewing advertising requests:

- All advertising requests shall be reviewed for consistency in light of TACCHO's strategic priorities to improve local public health services in Texas through leadership, education, advocacy, and development.
- Acceptance of advertising by TACCHO does not indicate and should not imply endorsement by the Association.
- An advertiser shall clearly identify the responsible entity, and accurately describe the product, service or information being offered.
- It is deemed the responsibility of the advertiser to comply with all laws and regulations application to marketing and sale of its product or service. In all instances, acceptance of an advertising request by TACCHO shall not be interpreted as a guarantee that the entity has complied with such laws and regulations.
- Identified quotations and excerpts from published papers in an advertiser's literature are acceptable only if they do not distort the meaning intended by the original author, and conform to applicable law. Furthermore, appropriate and adequate references for statements and claims made in an advertiser's literature are required.
- The Executive Director of TACCHO shall make the final decisions on acceptance of any advertiser.
- TACCHO's policy requires that all paid employment advertisements affirm in writing that the employer follows EEOC guidelines.
- TACCHO reserves the right to reject any advertisement request it deems inaccurate, misleading, prejudicial, intolerant, irresponsible, unethical or which promotes products or services likely to be unhealthy, e.g. tobacco, firearms, alcohol and other hard drugs.



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 400: SOLICITED AND UNSOLICITED ADVERTISEMENTS**

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### **401 SOLICITED and UNSOLICITED ADVERTISEMENTS**

TACCHO will receive and review requests from entities for advertisements. If the entity conforms to the Standards for Acceptance, TACCHO will respond with the process for placement of an advertisement to the entity.



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 500: DEVELOPMENT OF ADVERTISEMENT**

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### **501 PURPOSE**

To provide general procedures for contacting, receiving requests from, and scheduling entities for advertisements.

### **502 ADVERTISEMENT FORM**

An Advertisement Form may be created and used when soliciting to entities or receiving requests from entities. The form outline should include, as a minimum, the name and entity of the requestor, contact information, the type of advertisement, types and levels of advertisement and benefits for each level, preferred point of access (meeting, newsletter, etc.) for the advertisement and the information to be presented to the membership or outside parties.

The form should be reviewed and updated at least annually.

### **503 ADVERTISEMENT REVIEW**

Upon receipt of a completed advertisement form or request for information, TACCHO staff will review the specifics of the request to determine if there are any conflicts with the Standards of Acceptance. The request will be presented to the Executive Director for consideration, along with a recommendation for approval or denial.

Once a decision has been made on the request, TACCHO staff will contact the requestor as soon as possible with a response. If the request is denied, a brief explanation will be provided on the reason for denial.

### **504 SCHEDULING ADVERTISEMENT**

TACCHO staff will contact an approved advertiser request to determine arrangements for the preferred type of advertisement.

If the preferred advertisement type and level is not available at the date/time/location requested, TACCHO staff will provide additional options for the request to be completed.

### **505 ADVERTISEMENT SPECIFICATIONS**

TACCHO offers various advertisement opportunities. Below describes the required specifications for each type of advertisement:

- **Membership Meeting Presentation:** TACCHO staff must contact advertisers wishing to provide a presentation to the membership at least two weeks prior to the meeting to confirm audiovisual requirements and meeting materials. It is preferred that sponsors provide their audiovisual materials and meeting materials at least two days before the meeting to test and confirm compatibility with TACCHO equipment.



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- Web Site Placement: TACCHO staff will contact advertisers as soon as possible to discuss the preferred placement time and specific material specifications that will be compatible with the TACCHO website and arrange the placement request of materials on the website.
- TACCHO Member Newsletter: TACCHO staff will contact advertisers to provide specific material specifications for space in the newsletter or email communications to members. Space options could include full page, half page, quarter page space, or name placement only.
- Events: TACCHO staff will contact advertisements to discuss promotional options, specific to each event, which would be available to the advertiser.



# **Texas Association of City and County Health Officials ADVERTISEMENT POLICIES AND PROCEDURES**

## **SECTION 600: ADVERTISEMENT FEES**

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### **601 FEE SCHEDULE**

The ELT authorizes the Executive Director to exercise full control over the development of the fee schedule. At least annually, the Executive Director will update the ELT on proposed fees and associated benefits.

The fee schedule should reflect an appropriate amount of benefit for each level that corresponds to the amount of access to the membership.