



Advertising Policy

With the purpose of advancing Penn Nursing's mission and profile and increasing readers' engagement with the institution and its community, Penn Nursing's publications (both print and electronic) informs readers about the activities, ideas, and contributions of faculty, alumni, students, and staff in stories that are supportive of this community and embody its values and a diversity of perspectives.

- Penn Nursing reserves the right to refuse or cancel any advertisement at any time. Penn Nursing does not take political or social positions and does not accept political, advocacy, or issue advertising. Additionally, Penn Nursing does not accept advertisements that support products or services that, in Penn Nursing's sole judgement, are considered unsuitable.
- All advertising is published upon the understanding that the advertiser assumes full responsibility for all advertising submitted, printed and published. Penn Nursing cannot be held liable for any expense or loss by reason of any claims arising out of publication.
- All advertisement content is subject to Penn Nursing's approval.
- Positioning of advertisements is at the discretion of Penn Nursing except where a request for a specific preferred position is acknowledged by Penn Nursing in writing.
- Conditions (excluding rates) are subject to change by Penn Nursing without notice.
- No conditions other than those set forth in the rate sheet shall be binding on Penn Nursing unless specifically agreed to in writing by Penn Nursing.
- Ads must conform to design and size specifications.
- Penn Nursing shall have no liability for errors submitted by an advertiser.
- Advertisement (print and digital) parameters, conditions, and run times will be mutually agreed upon by both advertiser and Penn Nursing in writing prior to publication.
- Payment is not refundable if advertiser cancels advertisement past commitment deadline.