

## Advertising Policy

This is a statement of the Advertising Policy established by Disaboom, Inc. (“Disaboom”, “we”, “us” or “our”) to govern various aspects of Advertising on [www.disaboom.com](http://www.disaboom.com) (the “Site”). We will use the term "Advertising" to mean and includes banners, badges, contextual advertising, sponsored content, promotions, display offers and any other content or material that advertises or is intended to promote awareness, use (including trial or test use), purchase or other availability of goods or services on our Site. These guidelines describe our policies, including those that relate to acceptance of Advertising by Disaboom, the display of Advertising on the Site and the removal of Advertising from the Site. Our policy with respect to Sponsored Content is governed by our Sponsored Content Policy [[http://www.disaboom.com/docs/disaboom Sponsored Content Policy.pdf](http://www.disaboom.com/docs/disaboom%20Sponsored%20Content%20Policy.pdf)]. Disaboom has sole and absolute discretion with respect to interpretation and enforcement of this Advertising Policy and all other issues associated with Advertising on the Site. We reserve the right to change this Advertising Policy at any time and from time to time without notice. Any updated or revised Advertising Policy will be available on our Site. You are responsible for reviewing the Advertising Policy regularly for any updates or revisions. Use of our Site, whether as an advertiser on the Site or as a visitor to the Site, indicates your agreement to adhere to this Advertising Policy and any other policy posted on our Site.

Disaboom has sole discretion to accept and/or reject Advertising and under no circumstances shall Disaboom's acceptance of any Advertising or the appearance of Advertising on our Site be considered an endorsement of any products or services advertised or for the person, firm or enterprise that manufactures, distributes, sells, offers or otherwise makes available or promotes such products or services. When Advertising includes links or other references to other web sites that is not intended and shall not mean or imply that we approve, endorse or recommend the products, services or any person, firm or enterprise associated with any such products or services. We have no control over the advertiser's website or its policies. We use reasonable efforts to notify visitors to our Site that when they click, select an enabled icon or hypertext link or otherwise link to another web site, that they are leaving our Site and that another web site's policies and terms of use, not ours, will apply once they leave our Site.

Disaboom is committed to providing visitors to our Site with balanced, accurate and complete health information in an easy to read format. Our Site employs editorial professionals who are responsible for content selection, development and maintenance. Although we are a for-profit business supported in part by advertising and sponsorship, we recognize the importance of maintaining a clear separation between our independent editorial content and any Advertising. Advertising on the Site is either obvious and conspicuous as advertising or is clearly marked. We generally try to visually distinguish or separate Advertising and Sponsored Content from editorial content. The following additional guidelines must also be adhered to when considering Advertising:

- All Advertising must be clearly identified as Advertising and must include the name of the advertiser or the product advertised. We will use reasonable best efforts to distinguish Advertising from non-promotional health information or other Disaboom content through placement on the Site. We will not accept Advertising designed with the look and feel of an editorial or non promotional information.
- Advertising that violates any law or third party right is not permitted. We may remove any Advertising at any time and for any reason, including, without limitation, if we believe or have been notified that Advertising may violate any law, regulation, our rights or the rights of any other party.
- It is the advertiser's responsibility to comply with all laws and regulations that apply to Advertising and to the conduct of the Advertiser's business and activities. This includes pharmaceutical advertising to physicians that must be in compliance with FDA guidelines for Direct to Physician (DTP) advertising. In addition, Continuing Medical Education (CME) programs must be labeled in accordance with the guidelines of the Accrediting Council for Continuing Medical Education (ACCME) and any other relevant accrediting bodies.
- All pharmaceuticals and medical devices promoted in Advertisements must have received FDA approval for a specific medical indication and the content for those Advertisements must discuss only FDA approved uses and claims. All material information must be clearly and conspicuously presented, including all risk information associated with the use of the pharmaceutical or medical device.
- Advertising for online pharmacies unaccredited or not in compliance with the Verified Internet Pharmacy Practice Sites program is prohibited.
- We will have sole and absolute discretion with respect to interpretation and enforcement of this Advertising Policy and all other issues associated with advertising on the Site and our determinations shall be binding and conclusive for all purposes regarding our acceptance and/or display of Advertising.
- We reserve the right, in our sole discretion, to reject, cancel, or remove at any time any advertising from the Site for any reason. If we remove any Advertising prior to the time such Advertising is scheduled to end, we will notify the advertiser.

- We will not knowingly accept and advertisers are prohibited from posting Advertising that, in our sole judgment, makes unsubstantiated, unsupported or potentially false or misleading claims, including unsubstantiated health or therapeutic claims. In addition, we will not accept Advertising that, in our sole judgment, is not factually accurate or that is not in good taste, could offend or be considered inappropriate, for any reason.
- Any claim which could possibly be construed as misleading must be supported by an appropriate disclaimer (“Disclaimer”). The Disclaimer must be clear and conspicuous and easily accessible to the consumer, whether by direct link to the Disclaimer or other; provided however, Disclaimers only available at the point of purchase on the advertiser’s website are insufficient.
- At no time will we permit the placement of any Advertising for illegal, offensive or objectionable products or services or that may contain material that, in our sole judgment, may be considered inappropriate, including, but not limited to, content that ridicules, harasses, denigrates, offends, attacks or inappropriately singles out an individual or group on the basis of age, color, national or ethnic origin, race, culture, religion, sex, sexual orientation or any disability. Advertising must not be related to any alcohol, firearms, ammunition, weapons, fireworks, gambling, pornography, tobacco or any other product or service in which advertising and promotion is either prohibited or restricted for any reason, or the distribution of the product is unlawful.
- We will not accept advertising that advocates a specific political, religious, or controversial public position or candidate for office.
- Advertisers must respect and comply with the requirements of our Site’s Privacy Policy [[http://www.disaboom.com/docs/disaboom Privacy Policy.pdf/](http://www.disaboom.com/docs/disaboom%20Privacy%20Policy.pdf/)], Terms of Use [[http://www.disaboom.com/docs/disaboom Terms of Use Policy.pdf/](http://www.disaboom.com/docs/disaboom%20Terms%20of%20Use%20Policy.pdf/)], and Sponsored Content Policy [[http://www.disaboom.com/docs/disaboom Sponsored Content Policy.pdf/](http://www.disaboom.com/docs/disaboom%20Sponsored%20Content%20Policy.pdf/)]. Advertisers may not attempt to individually identify any users of the Site or obtain inappropriate access through other technological means to personally identifiable information or non-public personal information of any person, firm or entity.
- No Advertising shall be permitted which may injure the good name or reputation of Disaboom or the Site or actually or potentially cause harm, damage or injury to Disaboom, any other visitor, any other sponsor, advertiser or other third party.
- Disaboom reserves the right, in its sole discretion, to determine the appropriate placement of Advertising on the Site.

Last Updated: January, 2008