



## ADVERTISING POLICY Effective 07/01/09

To further our mission of making reliable egg donor information available to the public, we accept advertising and sponsorship under specific guidelines. We will reserve the right to refuse any advertisement that we believe is incompatible with our mission.

The presence of an ad on our site does not imply endorsement of the advertised company or product. Advertisers and sponsors must not make unsubstantiated health claims or suggest that PVED has endorsed a product.

PVED believes it is important for our readers to be able to distinguish advertisements and offers from consumer information. For this reason, all advertisements, sponsorship acknowledgments, promotional, and commercial information in the form of articles, or display advertisements (banners or logos), are separated from our consumer information. All advertisements are clearly indicated and easily identifiable as such and are distinguished from other information. Each advertisement is clearly labeled. For example, PVED may print the word "Ads" or "Advertisement" along the top or the side of a box in which the advertisement or sponsorship acknowledgment appears.

PVED does not accept advertising for any product or service that, in PVED's opinion and sole discretion, is not in good taste, is dangerous or harmful, is not effective, contains false or misleading claims, or is offensive or discriminatory to any individual or group of individuals based on age, color, national origin, race, religion, sex, sexual orientation, or handicap.

If you should have any further questions about our advertising policies please contact Marna Gatlin at 503.987.1433.

**PARENTS**  
via **EGG DONATION**  
*Wherever you are in the process,  
there is a place in our community for you*