

Association of



*Professional
Behavior Analysts*

Policy on Advertising

First Version Proposed: January 2019

Revision by Legal Services Proposed: October 2019

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PURPOSE

The purpose of this policy to ensure that all advertising that the Association of Professional Behavior Analysts (APBA) hosts, disseminates, prints, or circulates is congruent with the organization's mission to promote and advance the science-based practice of applied behavior analysis, the organization's core values as outlined in its strategic plan, and the ethical standards of the profession.

POLICY

The content and purpose of all advertising must be congruent with APBA's mission and the Behavior Analyst Certification Board's *Professional and Ethical Compliance Code for Behavior Analysts*.

This policy applies to

- all individuals, entities, agencies, programs, companies, etc. that wish to advertise their services or goods via any APBA print or electronic medium or platform or at any APBA-sponsored event. The former include but are not limited to the APBA website, social media sites, newsletter, emails, convention or workshop program guides or agendas.
- all advertising matters and materials, including but not limited to
 - Job postings or position announcements
 - Other advertisements or notices
 - Flyers, brochures, signs, posters, GOBOs, slides, videos, exhibits, or other items that are displayed, posted, distributed, or otherwise presented

APBA reserves the right to reject any advertising material at its discretion and without explanation. Reasons for rejection may include but are not limited to:

- The material does not relate to behavior analysis.
- The material does not appear to have any scientific basis, or contradicts published, peer-reviewed scientific research.
- The material solicits clients or employees for programs, treatments, or positions that are not behavior analytic, or are not provided and supervised in ways that comport with the Behavior Analyst Certification Board's *Professional and Ethical Compliance Code for Behavior Analysts*.
- In some other way the material itself or the service, position, program, product, or treatment to which it refers does not comport with the Behavior Analyst Certification Board's *Professional and Ethical Compliance Code for Behavior Analysts*.
- The material is not congruent in other ways with the mission and values of APBA.

APBA also reserves the right to set conditions for the behavior of advertisers at its events, including but not limited to the annual convention, workshops, webinars, and other online events.

APBA will have no liability for its failure or tardiness to publish all or any portion of an advertisement.

The advertiser assumes liability for the content of all advertisements, and responsibility for any claims arising therefrom made against APBA and its publisher(s).

Anyone who applies to advertise with APBA must sign an attestation that they have read and agree to comply fully with this policy and associated conditions, if applicable.