

## ALZ-NET Advertising Policy

The purpose of this advertising policy is to ensure that all promotional materials and recruitment efforts for ALZ-NET are ethical, compliant and consistent with ALZ-NET marketing standards. This policy applies to all participating providers, imaging facilities, or contracted entities within the network inclusive of affiliated studies and partners. It also outlines the mechanism for review and approval of materials these entities may wish to help educate the community they serve, promote awareness of ALZ-NET and their involvement.

### Policy Statement

- All marketing materials must be approved by ALZ-NET prior to use. Materials include, but are not limited to, flyers, postcards, packets for patients, use of ALZ-NET logo on website, website notifications, emails, press releases and other similar types of materials.
- Any pre-approved marketing materials generated by ALZ-NET and available on the ALZ-NET website may be used without further review by ALZ-NET.
- Any patient-facing materials generated by ALZ-NET will be pre-approved by Advarra IRB but will still require additional approval for use at individual sites.
- Marketing materials developed for consideration should be submitted to [alz-net@acr.org](mailto:alz-net@acr.org). The ALZ-NET leadership team will review proposed marketing materials for accuracy and consistency with the ALZ-NET protocol and operating principles. Results of reviews will be provided to the requesting entity as promptly as possible, generally within 30 days of receipt, for use or for edits prior to use.
  - Approval or edits will be provided back to the requestor for final review. Requesters must submit to their IRB of record to obtain a final IRB approved version prior to use.
- Failure to comply with this policy or requirements specified by ALZ-NET may result in termination of the site, facility, or partnership as detailed in the ALZ-NET contractual agreement for participation.