

## ITC Advertising Guidelines

The Instructional Technology Council seeks and accepts commercial support for its activities, including but not limited to sponsorship of, and exhibits at, continuing education events, print advertising, and website advertising.

1. ITC will enter into relationships with members of industry to receive financial support from a corporation only if it does not pose a conflict of interest and the acceptance of such support in no way adversely impacts the objectivity of ITC, its members, activities, programs, or employees.
2. Participation in a corporate relationship does not in any way imply ITC endorsement of that corporation's product or services, nor does it imply approval of that corporation's policies and procedures.
3. Participation in a corporate relationship does not in any way imply that the ITC will exert any influence to advance that corporation's interests. Corporations should clearly understand that the corporation does not have any influence over any decision of the ITC as a result of its commercial support.

All advertisements will be separated from editorial content by a border or other visual method and will be marked as "Paid Advertisement."

For more information, [contact us by email.](#)