

PITUITARY WORLD NEWS

Sponsored
and
promotional
content
policy



Education, news
and information
so more people
are diagnosed
properly and
early

PWN objective is to help get more people diagnosed properly and early by educating people and medical professionals about pituitary conditions and providing a platform for communications, collaborations, creativity and innovation. Our sponsorship policy is guided by the use traditional accepted scientific approaches to pituitary disorders. We believe in ongoing scientific research and development to expand knowledge and discover new therapies.

PWN accepts sponsorships, PR and promotional content under carefully monitored strict guidelines. PWN will also accept contributions from its members and collaborators.

- ▶ Revenue from these promotional activities and contributions is used to develop original content, produce podcast and videos, expand our reach worldwide, and provide support to other groups engaged in increasing awareness of pituitary disorders.
- ▶ All promotional and sponsored activities will be clearly marked as “sponsored content” with a banner header for each article or promotional mention and the sponsoring organization will be clearly identified.
- ▶ Products counter to our mission will not be considered. We will also reject promotional consideration for legal services, comparative brand claims (as one being better than the others) and intrusive units such as pop-up and floating promotional mentions.

- ▶ Any product claims must be clearly and scientifically substantiated. Products and claims that do not follow accepted scientific methods will not be accepted.
- ▶ PWN will make no endorsement or implication of preference. We retain the right of final approvals on the placement of any promotional content and to reject, cancel or remove such content if we deem it contrary to our principles.
- ▶ We will not make available, under any circumstances, any lists or databases of our community members, readers and users.
- ▶ All content is either the property of Pituitary World News or the property of our licensors, third party authors, developers, operational service providers, advertisers, vendors, or users (collectively, Third Party Providers) and are legally protected, without limitation, under U.S. federal and state laws and regulations, as well as applicable foreign laws, regulations and treaties.

About PWN’s team:

[Dr. Lewis Blevins](#) is a world leading endocrinologist and is currently Medical Director of the California Center for Pituitary Disorders at the University of California San Francisco and Professor of Neurological Surgery and Medicine at UCSF. [JD Faccinetti](#) is a communications expert and president of [IgniteThinking LLC](#), a communication, marketing and insights consultancy, and a patient affected by Acromegaly.