



TESL Ontario Advertisement Policy

Overview

This policy has been established to help manage any advertising and sponsorship activities at TESL Ontario. This policy applies to all ad and sponsorship types and implementations, including (but not limited to) display advertising (website and publications), job and volunteer job advertisements, as well as, conference and webinar sponsorships. This policy is subject to revision at any time without prior notice.

Important Considerations

All creatives, advertisements and other material provided to TESL Ontario for the purpose of advertising or sponsorship must comply with all applicable laws and regulations.

TESL Ontario has sole discretion for determining the types of advertising and sponsorships that will be accepted and displayed at TESL Ontario. TESL Ontario's acceptance of an advertisement or sponsorship is not an endorsement of the advertiser/sponsor, or of the products or services being advertised. TESL Ontario reserves the right to reject, cancel, or remove any advertising at any time and for any reason. TESL Ontario will provide prompt notice to the advertiser (along with an explanation) upon rejection, cancellation, or removal of any advertisement. TESL Ontario also reserves the right to reject any sponsorship proposals at any time for any reason. TESL Ontario will provide notice to the prospective sponsors, upon rejection of a sponsorship proposal.

General Guidelines

TESL Ontario strives to provide ads that are clear, professional in appearance, and that lead users to content that is relevant, useful, and easy to interact with.

All advertisement and sponsorship proposals must demonstrate a clear and evident relevance to the ESL education community. TESL Ontario does not accept advertisements and sponsorships for organizations that do not offer a clear benefit, and practical value to the TESL community.

Advertisement and sponsorships must clearly represent the company, product, or brand that is being advertised. Advertisement and sponsorships must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, handicap and political or religious affiliation.



Advertisements of a political nature, including those supporting or promoting a political party, are not permitted under any circumstances.

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