

ADRENAL WORLD NEWS

Sponsored
and
promotional
content
policy



*Education, news,
and information
for healthcare
professionals,
patients, and their
families*

Adrenal World News is a news organization dedicated to producing original content and amplifying the work advocacy and other support organizations, including industry and government, are doing on behalf of pituitary and endocrine patients worldwide. Patients, advocates, healthcare professionals, and physicians collaborate to create content and create a platform for communication, collaboration, creativity, and innovation. Traditional accepted scientific approaches guide our sponsorship policy.

AWN accepts sponsorships, PR, promotional content and unrestricted contributions under carefully monitored strict guidelines.

- ▶ Revenue from these promotional activities and contributions is used to develop original content, produce podcast and videos, expand our reach worldwide, and provide non-monetary support to other groups engaged in increasing awareness of pituitary disorders.
- ▶ All branded 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.
- ▶ AWN 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 Adrenal World News and PWN 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:

[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 retired president of [IgniteThinking LLC](#), a communication, and insights consultancy, and a patient affected by Acromegaly.