

Compliance Policies for Advertisers

By placing advertisements of any type on the SameBoat.com site, Advertisers agree to be bound by these policies, as may be adjusted after reasonable advance notice from time to time.

SameBoat.com, LLC, (t/a SameBoat.com) has the sole discretion for determining the types of Advertising and Promotion that will be accepted and displayed on the SameBoat.com site. Under no circumstances is any advertisement considered an endorsement by SameBoat.com.

SameBoat.com will not accept any advertising that in our opinion is not factually accurate or in good taste. Advertising must not contain any 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, or handicap. Advertising must not be related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency.

Advertisers must only offer products or services which are readily available for purchase at the advertised price (with noted tax and delivery fees). The Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content will be clearly labeled as Advertising. SameBoat.com reserves the right to reject, cancel, or remove at any time any Advertising from the SameBoat.com site for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. SameBoat.com also reserves the right to determine the appropriate placement of the Advertising on the SameBoat.com Site.

It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. This includes pharmaceutical advertising to physicians and consumers that must be in compliance with FDA guidelines for Direct to Physician (DTP) and Direct to Consumer (DTC) advertising as well as underwritten CME programs that must be labeled in accordance with the guidelines of the Accrediting Council for Continuing Medical Education (ACCME) and any other relevant accrediting bodies. SameBoat.com will not monitor compliance with applicable laws and regulations. However, SameBoat.com reserves the right to review all Advertising for compliance with applicable laws and regulations and, if SameBoat.com becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, SameBoat.com may remove the Advertising.

No advertising shall be permitted which, at the sole discretion of SameBoat.com, may injure the good name or reputation of SameBoat.com or the SameBoat.com Site. Advertisers breaching any of the above requirements shall indemnify and

hold harmless SameBoat.com, LLC and its officers, agents and employees for any claims brought against them by third parties for claims arising out of advertiser's breach of these policies. An Advertiser may not ignore, nor may anyone change or waive any portion of these policies for any Advertiser without signed written consent of the management of SameBoat.com, LLC.