



Advertising Policy

DoctorRated and ProRated LLC (herein referred to collectively as "DoctorRated") permit advertising on the DoctorRated website, provided such advertising is appropriate and in compliance with the terms stated within this Advertising Policy. If you do not agree with the terms of this Advertising Policy, please do not use this website.

For Website Users: As a means for website users to distinguish between advertisements and informative content found on this website, DoctorRated utilizes the following procedures. Each advertisement on the DoctorRated website is identified by being marked with the word "Advertisement" on it so as to notify website users that it is in fact an advertisement. Information provided by an advertiser on the DoctorRated website specifies that it is "provided by" or "sponsored by" the advertiser so as to clearly represent to website users that the information was not provided by DoctorRated. Although DoctorRated will make reasonable attempts to review the legitimacy and reliability of advertisements on the DoctorRated website, DoctorRated does not control the advertisers and is not responsible for the actions or omissions of the advertisers. Clicking on advertisements found on the DoctorRated website may redirect website users to the advertiser's website over which DoctorRated has no control or affiliation. The fact that an advertisement is on the DoctorRated website is in no way an endorsement of the advertiser, its products, goods or services, and website users are advised that any interaction in which the website user engages with an advertiser is solely independent and separate from DoctorRated.

For Advertisers: DoctorRated retains sole and absolute discretion to determine the types of advertising utilized on the DoctorRated website. DoctorRated does not permit advertising that is or may be perceived as being false, misleading, illegal, controversial, discriminatory, deceptive, disparaging, in violation of privacy rights, objectionable, offensive or promoting any of the aforementioned attributes. Such advertising may include items such as commercials, text, logos, photos, depictions, marks, links, videos, banners, badges, or other promotional material.

DoctorRated assumes no responsibility and shall be held harmless by any advertiser for the content of its advertisement, as well as advertiser's goods, services, products, legal compliance, actions and/or omissions. Advertisers shall comply with all applicable laws, including without limitation the FDA guidelines for Direct-to-Physician and Direct-to-Consumer advertising. **Advertisers shall indemnify DoctorRated** from any failure of advertiser to do so. Advertisers may not incorporate information collecting technology or otherwise obtain website user information on or through the DoctorRated website. DoctorRated reserves the right to review any and all advertisements, and at any time remove any advertisement if, in the sole and absolute opinion of DoctorRated, such advertiser or advertisement does not comply with the requirements of DoctorRated, reflects negatively on DoctorRated, is controversial, or otherwise is objectionable to DoctorRated.

Each advertisement on the DoctorRated website must be clearly identified and marked as an advertisement and shall not be concealed or represented as being provided by or on behalf of DoctorRated. Each advertisement shall contain the word "Advertisement" on it so as to notify website users that it is in fact an advertisement. If information provided by an advertiser is on the



DoctorRated website, such information must specify that it is “provided by” or “sponsored by” the advertiser so as to clearly represent to website users that the information was not provided by DoctorRated.

Applicable Law/Jurisdiction: This website is created for use within the United States of America. DoctorRated expressly advises that use of this website is not intended for any location outside of the United States of America and any such use is prohibited. Accordingly, use of this website is governed by the federal and state laws within the United States, and any use of this website in contradiction of applicable United States law is strictly prohibited.

Advertising Policy Revisions: DoctorRated shall have the sole discretion to control and enforce its Advertising Policy as it sees fit, and reserves the right to revise this Advertising Policy at any time, for any reason. Notice of any such revision will be posted onto the DoctorRated website in the form of an updated Advertising Policy, and an effective date will be stated therein. Please check the website frequently to review the current Advertising Policy in effect at the time of use.

Questions/Comments/Feedback: DoctorRated welcomes your feedback and encourages you to provide any questions or comments through the “Contact Us” page of this website. 

Advertising Policy Updated and Effective as of August 26, 2014.
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