

ASTTBC Advertisement Guidelines

May 30, 2023

The intention of this document is to help set and maintain standards of honesty, truth, accuracy, fairness, and respect for parties who are considering advertising with ASTTBC. This guideline must be followed, and if ASTTBC sees that it is not, the organization has the right to sever a partnership/agreement at any time. Further, ASTTBC reserves the right to refuse posting or publishing an advertisement if, at any time, an advertisement is in contravention to the conditions outlined below.

ASTTBC makes no endorsement or guarantee as to the quality or suitability of any activity, professional, product, or service advertised with ASTTBC. Individuals are advised to use discretion when reviewing any advertisement listed and are encouraged to use due diligence when selecting any products, goods, or services.

Advertising with ASTTBC

1. Advertisements must not contain inaccurate, misleading, or deceptive claims, statements, illustrations, or representations, either direct or implied, regarding a product or service.
2. All advertising claims and representations must be supportable. No advertisement shall be presented in a format or style that conceals its commercial intent.
3. Advertisements must not include deceptive price claims or discounts, unrealistic price comparisons or exaggerated claims as to worth or value. Prices quoted in advertisements that are not in Canadian funds, must be identified.
4. Advertisements for educational programs must be accredited or recognized by ASTTBC as meeting the requirements for Continuing Professional Development or contain a disclaimer that they are not recognized.
5. Advertisements must not unfairly compare, discredit, disparage or attack other products, services, advertisements, or companies, or exaggerate the nature or importance of competitive differences.
6. Testimonials, endorsements or representations of opinion or preference, must reflect the genuine, reasonably current opinion of the individual(s), group or organization making such representations.
7. Advertising claims must not imply that they have a scientific basis that they do not truly possess and are unlikely to create an unjustified expectation of the results which can be achieved. Any scientific, professional, or authoritative claims or statements must be applicable to the Canadian context, unless otherwise clearly stated.
8. Advertisements must not condone any form of personal discrimination, including that based upon race, national origin, religion, sex, or age.
9. Advertisements must not appear in a realistic manner to exploit, condone, or incite violence, or appear to condone, or directly encourage, bullying, or directly encourage, or exhibit obvious indifference to, unlawful behaviour.
10. Advertisements must not demean, denigrate, or disparage any identifiable person, group of persons, firm, organization, industrial or commercial activity, profession, product, or service or attempt to bring it or them into public contempt or ridicule.

11. Advertisements must not use a reserved title in a manner contrary to the Professional Governance Act, ASTTBC Bylaws best interests of the public or to the maintenance of the high standards of the profession.
12. Advertisements must not contain the ASTTBC logo or any other trademark held by ASTTBC without proper written authorization from ASTTBC.
13. Advertisements must not contain subject matter that is contrary to the Professional Governance Act, ASTTBC Bylaws, or Standards of Competence and Code of Ethics

Advertising Checklist

When putting together an advertisement, please consider the following checklist. This checklist is not intended to be a substitute for thorough reading of the above information, but rather as supporting material to further ensure the content is appropriate.

Is the advertised information:

- True
- Accurate
- Verifiable
- Not misleading
- Professionally appropriate

Does the advertised information:

- Meet ASTTBC's Practice Standards (e.g. Code of Ethics, Conflict of Interest, etc.)
- Relate to the practice of BC's applied science and engineering technology professionals
- Facilitate informed choice

Does the advertisement avoid:

- Promoting a demand for unnecessary service
- The use of endorsements, testimonials or guarantees
- Discrimination, including that based upon race, national origin, religion, sex, or age

For more information on ASTTBC Advertisement Guidelines, please email:
communications@asttbc.org.