

NCDLA Website Classified Ads Guidelines & Terms of Service

We have established the following guidelines to ensure the quality of NCDLA Classifieds. The purpose of NCDLA classifieds is to allow advertisements of:

- Category 1: classified ads for the sale of or search for products, supplies, equipment,
- Category 2: classified ads for dental laboratory technicians seeking employment
- Category 3: classified ads for employment opportunities by laboratories / companies
- Category 4: classified ads for specialty services offered by laboratories

Please remember that Classifieds are posted by or on behalf of users, not by the NCDLA. Sellers and buyers are responsible solely to each other for all aspects of the transactions in which they choose to participate. All items listed and all transactions resulting from a listing on the NCDLA website must be consistent with any applicable local and/or state laws and with the NCDLA guidelines and Terms of Service as listed herein and on the Insertion Order for Classified Ads which must be submitted with all new ads and renewals.

NCDLA reserves the right to reject or remove any ad that is not consistent with NCDLA policies or the law. It is the advertiser's responsibility to review the guidelines and laws for compliance.

General Information

NCDLA provides opportunities to post certain classified ads as a member service and/or for fees as outlined in the insertion order. NCDLA does not participate in, nor is it a party to, any transactions generated by these ads. NCDLA does not screen or control users who may buy on the NCDLA website.

Specific Guidelines

- NCDLA members may advertise Category 1, 2, & 3 items free of charge if membership is current and account is in good standing – see rates on insertion order. (Exceptions: Affiliate members may not advertise under Categories 1 & 4 at all. See rates for additional words & charges for Category 4 listings.)
- Non-members may post ads (see insertion form for fee schedule). If an original photo is provided and digital scanning services must be provided by NCDLA, a fee of **\$10 per photo** will be applicable for all non members.
- All sellers must complete an insertion form provided by the NCDLA which will include an item description. NCDLA will not be responsible for or assist with item descriptions. Sellers are responsible for providing legible and complete information. Incomplete information will not be posted.
- Ad copy must be limited to **thirty (30)** words or less and may include one photo. Photos should be submitted in digital format (.jpg) or original good quality photo. NCDLA will not be responsible for quality of photos nor will we enhance or alter photos in any way other than to reduce file size as appropriate for web quality advertising.
- Additional words will be charged at the rate of **5 cents per word with a maximum of 50 additional words.**
- A maximum of **five** ads per month may be placed. A separate insertion order is required for each ad or each renewal.
- Ad copy must be received by the **15th of the month prior to placement.** Ad copy will be placed only when complete information is provided timely and costs, if applicable, are prepaid.
- All new and renewal ads will be placed on the website on the **first business day of the month** and will run for a 30 day period.
- Seller is responsible to notify NCDLA when the item sells so that it may be removed from the website.
- All sales and correspondence resulting from the ad will be between the buyer and the seller. NCDLA will not field phone calls about ads or buyer/seller information. Ad copy must include seller contact information.
- Sellers and buyers are completely responsible for working out the sale and exchange of goods and must resolve any disputes that may arise from NCDLA classifieds transactions.
- Sellers and buyers are responsible for researching and complying with any applicable laws, regulations, or restrictions on items or manner of sale or exchange that may pertain to transactions in which they participate.
- Sellers and buyers are responsible for all applicable taxes.
- Renewals will require written notice (and payments, if applicable) just as if they were a new ad. Phone renewals or indefinite renewals will not be accepted.
- All applicable fees for placing ads and renewals must be prepaid – no exceptions.

- NCDLA reserves the right to accept ads on a space available basis if needed. NCDLA further reserves the right to place ads randomly on the page under the proper category as NCDLA determines appropriate.
- Any applicable fees paid with NCDLA Insertion Order will not be refunded (all or in part) for any reason if the ad is posted to the website. Cancellations after the 15th of the month prior to placement date are not eligible for a refund. Cancellations prior to the 15th of the month prior to placement are subject to a handling fee of \$10 per ad.

General Rules

1. **Fraud.** You may not use or manipulate this service for any fraudulent activity or purpose including collecting payment from buyers and not providing the item purchased, misrepresenting an item or filing false claims for insurance payments.
2. **Interference.** You may not spam our system and/or impose any unreasonably or disproportionately large load on our system. You may not put any material on the NCDLA website that contains any viruses, trojan horses, worms, time bombs, cancelbots, or other computer programming routines that may damage, interfere with, surreptitiously intercept, or expropriate any system, data, or personal information. You may not solicit NCDLA classifieds users to post ads on other classifieds sites.
3. Sellers and buyers separately and collectively agree to hold completely and totally harmless the N.C. Dental Laboratory Association, Inc., its agents and assigns for any liability whatsoever that should arise from selling or buying items from this service or source.

Selling

All sellers must:

1. **Comply with applicable laws.** You may not offer for sale or sell an item or service to any buyer in a jurisdiction where the item or terms of the sale violate applicable laws or regulations. You also may not offer for sale any item that violates NCDLA policies.
2. **Provide accurate information.** You must accurately describe the item you are selling. You may not include any language in your ad, including the ad title, which is untrue of the product or may confuse potential buyers.
3. **Place item in the appropriate category.** You must list your item in the most appropriate category: Model Dept.; Ceramics; Removables; Waxing & Casting; Other. Ads will be posted in appropriate categories by original date received with most recent ads appearing first.
4. **Avoid inappropriate ad content.** You may not link to, post, or include advertisements for goods or other materials that (a) describe items or services that you are not selling in NCDLA classifieds, or (b) you do not have the right to link to or include. You also may not include any content or images in your ad that are obscene, offensive, harmful to minors, invasive of anyone's privacy, or otherwise inappropriate.
5. **Have the rights to and possession of item.** You may not offer any item for sale that is not in your possession, you do not have the right to sell, or that does not exist at the time of the ad.

NCDLA reserves the right to terminate an ad at any time if it is believed to be inconsistent with NCDLA policies. NCDLA reserves the right to change or modify these guidelines and terms of service at any time. Guidelines and terms of service will be formally reviewed at least once per year by the NCDLA Website Committee.