



## Marketing Guidelines for Continuing Education Events

All marketing and promotional materials mentioning Continuing Education credit related to approved Continuing Education activities **must** be submitted to the Office of Continuing Education **a minimum of 2 business days prior** to distribution or printing. All communications and materials sent to the Office of Continuing Education should come from the activity coordinator.

Please email materials **in original/editable file format** to [ce@med.wmich.edu](mailto:ce@med.wmich.edu).

### Examples of Marketing and Promotional Materials

- Emails
- Newsletter
- Brochure/Flyer
- WMed Video Board/TV Screen
- Website
- Social Media

### Required Elements

- Joint Accreditation logo
- IPCE logo, if applicable
- Full Accreditation Statement from approval email
  - Italicized: *AMA PRA Category 1 Credit(s)*<sup>™</sup>
  - Continuing Education hours accurately represented
- No content from or mention of [ineligible companies](#)
- If RSS activity: Child activity dates being promoted must already be approved in RSS Dashboard
- If promotional material is 2+ pages in length, the following approved statement **must** be on the first page:  
CE Credit provided by Western Michigan University Homer Stryker M.D. School of Medicine



### Additional Information

- Font size: The Accreditation Statement font size may be changed, but **must** remain legible.
- Spaces: Spaces between paragraphs may be removed, but each credit type needs to be a new paragraph.
- WMed name and logo: Any use of the WMed logo or the name, Western Michigan University Homer Stryker M.D. School of Medicine (other than the approved statement above), must be submitted for approval to the Office of Communications.  
[laura.eller@med.wmich.edu](mailto:laura.eller@med.wmich.edu)