

1. Purpose

The purpose of this policy is to inform individuals or entities interested in placing advertisements within PMI publications of the terms and conditions for such advertisements. This policy is the governing document over all PMI advertising.

2. Policy Statement

The PMI Advertising Policy provides guidance to all those entities that advertise in PMI print and online publications.

In addition, PMI Registered Education Providers (R.E.P.s) are required by their charter to adhere to this policy in all elements of their promotions and communications with the project management community.

Acceptance and Conditions

All advertisements submitted are subject to the acceptance and approval of PMI. Advertisements that are deceptive or misleading (by either statement or omission), make unsupported claims, are detrimental to the public interest, or are otherwise incompatible with the values of PMI and its publications¹ will not be accepted. Additionally, advertisements that undermine the professionalism of the project management profession and/or PMI also will not be accepted. PMI, in its sole discretion, reserves the right to decline to accept any proposed advertising, and this right shall not be deemed to be waived by prior acceptance or actual use of any advertising matter. PMI will consider the overall impression or tone of the advertisement and its impact on the audience for this advertising in determining whether such an advertisement will be accepted. PMI may include the word “advertisement” or otherwise add or delete text to or from advertisements that, in PMI’s opinion, may resemble editorial content.

Publishing or acceptance of an advertisement is neither a guarantee nor endorsement of the Advertiser’s product or service. In consideration for PMI’s agreeing to publish an advertisement, Advertisers agree that they are fully authorized and licensed to use all intellectual property contained in the advertisement and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does

Quick Reference

1. PMI reserves the right to reject advertising that does not comply with terms and conditions.
2. Guarantees or warranties included in advertisements must include an asterisk and be clearly explained in the ad (print) or on the landing page (digital).
3. A grammatically correct attribution statement must be included in the ad (print) or on the landing page whenever PMI trademarks are used.
4. URLs may not contain PMI marks.
5. When PMI logos are used in advertisements, they must be clear and legible.
6. When PMI logos are used in advertisements or on web pages, adequate spacing must be used to make the logo distinguishable as an individual image.
7. Education providers must not imply that their institution is accredited, as only individual programs are accredited.
8. When referencing the *PMBOK® Guide*, do not omit the word “Guide.”
9. The registered trademark symbol (®) must be used on the first instance of any PMI intellectual property, such as PMP®.
10. “PMP” should always be used with the word certification and the (®) should be used in all instances when it refers to PMI’s mark in the title of a course, book, or product.

¹Includes both print and electronic publications as well as the PMI website

not constitute an invasion of privacy. Advertisers agree to defend, indemnify and hold PMI harmless from and against any loss, expense or other liability resulting from claims or suits for libel, slander, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements.

Claims Regarding PMI's Credential Program

PMI especially values the integrity and reputation of PMI's Credential Program, including the Project Management Professional (PMP)[®], Program Management Professional (PgMP)[®], Portfolio Management Professional (PfMP)[®], Certified Associate in Project Management (CAPM)[®], PMI Professional in Business Analysis (PMI-PBA)[®], PMI Agile Certified Practitioner (PMI-ACP)[®], PMI Risk Management Professional (PMI-RMP)[®], and PMI Scheduling Professional (PMI-SP)[®] certifications. In order to ensure that PMI's certifications continue to be of great value to individuals engaged in project management, PMI requires that advertisements may not contain false or misleading statements regarding PMI's certifications and/or their requirements (consisting of academic education, work experience, formal project management education, willingness to sign and abide by a professional code of ethics, satisfaction of continuing education/professional development requirements, and passing a multiple-choice examination concerning the subject of the certification). Advertisements may not state or imply that an Advertiser's product or service is the sole prerequisite to the attainment of a PMI credential; they must reflect that attainment of a PMI certification requires an individual to meet all of the specific requirements noted above. PMI prohibits Advertisers from making statements claiming or implying that a PMI certification may be achieved over a short time frame or with little effort, as these types of statements denigrate the reputation of PMI's certifications; the inclusion of such statements will result in PMI's rejection of the proposed advertisement.

Furthermore, an Advertiser shall correctly represent its programs and products as certificates or credentials. The American National Standards Institute (ANSI) defines a certificate program as a non-degree granting education or training program consisting of (1) specified learning outcomes within a defined scope and (2) a system designed to ensure individuals receive a certificate only after verification of successful completion of all program requisites, including but not limited to an evaluation of learner attainment of intended learning outcomes. According to the National Organization for Competency Assurance (NOCA), a professional certification, such as those offered by PMI, is a voluntary process by which a non-governmental agency grants a time limited recognition and use of a certification to an individual after verifying that he or she has met predetermined and standardized criteria. It is the vehicle that a profession or occupation uses to differentiate among its members, using standards based on existing legal and psychometric requirements.

Additionally, any "guarantees" or "warranties" made by the Advertiser regarding its products or services, or any other promotional offers, must be sufficiently detailed to permit the public to evaluate the accuracy and truthfulness of such claims and terms and conditions of any offers. For example, if an advertisement states that a person is "guaranteed to pass a PMI certification examination," the terms of that guarantee must be fully stated, such as "a student's course fees will be fully refunded if the student does not pass the exam and makes a request for a refund within 30 days of taking the exam" or "guarantee includes permission to take Company's course again at no charge." Statements including success rates or other survey results must be accompanied by a description of the survey group and the method of calculation, such as "Based on the results reported to the Company by 100% of its customers who used a product or service in 20..."

Moreover, all PMI Registered Education Providers (R.E.P.s) are required to comply with the terms of this policy not only with regard to advertisements in PMI publications or on the PMI website, but also with regard to other R.E.P. advertising and marketing materials, as agreed to in Section III.6.2 of the R.E.P. Application and Agreement.

An Advertiser may refer to PMI trademarks, including but not limited to its certification-based marks, to accurately describe the Advertiser's products and services, such as "We offer PMP® Exam training..." However, such use may not suggest PMI sponsorship or endorsement and only the plain text version of the PMI mark may be used. Unless specifically authorized by PMI under a separate agreement, no use of any PMI logos is allowed (except authorized use of the R.E.P. logo), and PMI marks may not be incorporated into any Advertiser logo or other graphical design or artwork created by or for the Advertiser.

Website Advertising

Advertisements that are inconsistent with an Advertiser's claims and statements on their website or other promotional or informational materials will be rejected. For "web button" advertisements contained on PMI's website that provide a link to the Advertiser's website, any promotional claims made on the "web button" must be substantiated in a prominent location of the linked website. Additionally, all websites linked to the PMI website via a "web button" must conform to the terms of this Policy and failure of an Advertiser to do so will result in the rejection of the "web button" advertisement by PMI. Finally, Advertisers may not use PMI marks in the linking URL of the advertisement or in any URL found on the Advertiser's website.

Liability

PMI's liability to the Advertiser shall not exceed the amount paid to PMI for the applicable advertisement. PMI shall not be liable for incomplete performance or non-performance in the event of acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any other condition beyond the control of the publisher affecting production or delivery in any manner.

Payment Terms and Rates

Orders are accepted and subject to the terms and provisions of our current Advertising Rate Card. First-time advertisers will be required to prepay initial advertising insertion by credit card or check until credit is approved by PMI. Prepayment in full is required prior to ad close date. For advertisers who are given credit terms, payment is due within thirty (30) days of the invoice date unless there has been prior approval by PMI. The Advertiser and its affiliates or authorized agents shall be jointly and severally liable for payment owed to PMI. Should the Advertiser or its agent fail to fulfill such payment obligation, the Advertiser or its agent will be immediately re-billed and fully liable for the amount owed plus any accrued interest. Late payments will be assessed a late fee of 1.5% per month or the highest rate permitted by law, whichever is lower. In the event of nonpayment of invoice, PMI may take any and all steps required to secure payment, which may include referring the delinquent account to collections if internal collections efforts are unsuccessful.

PMI is not responsible for errors in key numbers and the Advertiser's index and assumes no liability if, for any reason, an advertisement is omitted. Rates, conditions, and advertising placements are subject to change without notice. Uniform rates apply to all advertisers at all times.

An Advertiser's failure to pay advertising fees to PMI in a timely manner will result in the inability of such Advertiser to participate in PMI programs, including but not limited to the R.E.P. Program. For existing R.E.P.s,

such failure to pay advertising fees in a timely manner will result in the termination of participation in the R.E.P. Program.

Trademark Usage Guidelines

PMI reserves the right to reject advertising in which PMI's trade, service, and or certification marks are used or attributed incorrectly. An Advertiser may refer to PMI trademarks, including but not limited to its certification-based marks, to accurately describe the Advertiser's products and services, such as "We offer PMP® Exam training..." However, such use may not suggest PMI sponsorship or endorsement, and only the plain text version of the PMI mark may be used. Unless specifically authorized by PMI under a separate agreement, no use of any PMI logos is allowed and PMI marks may not be incorporated into any Advertiser logo or other graphical design or artwork created by or for the Advertiser.

Please reference the links found below to view the most current information regarding PMI's List of Trademarks and trademark usage:

PMI List of Marks

http://www.pmi.org/en/About-Us/~media/PDF/Media/PMI_List_of_Marks.ashx

Trademark Usage Guidelines

http://www.pmi.org/~media/PDF/Media/Trademark_Usage_Guidelines.ashx

3. Policy Distribution

This policy applies to all internal and external stakeholders. In instances of non-compliance, advertising will not run until areas of non-compliance are corrected. As instances may be warranted, PMI's Legal Department will issue a communication to the appropriate parties to discuss corrective action.

4. Glossary

This policy uses the following specific terms, acronyms, and abbreviations: PMI Publications—PMI PUBLICATIONS means the following PMI publications, subject to change within PMI's discretion: *PM Network*®, the PMI website located at PMI.org; *PMI Event Guide* for PMI® Global Congress—North America, ProjectManagement.com and ProjectsatWork.com. The PMI website located at PMI.org includes the pages of that website as operated by PMI. It also includes all other websites, including without limitation websites linked to PMI.org and those operated by or for subsidiaries, affiliates, or non-U.S. offices of PMI.

PMI® INTELLECTUAL PROPERTY USAGE GUIDELINES FOR ADVERTISERS

These guidelines cover the use of PMI’s intellectual property and are intended to provide PMI advertisers with a better understanding of our practices. In advertisements that include a link to your website, your website should follow the same guidelines for the use of PMI’s intellectual property.

PROTECTING PMI’S INTELLECTUAL PROPERTY

When you use PMI’s marks (trademarks, service marks, logos, slogans, taglines) in your materials (advertising, print, websites, etc.), you should always use the proper notice (TM, SM, or ®) after the mark. The symbol ® signifies registration of the trademark in the United States Patent and Trademark Office or the trademark office of another country, and the TM or SM signifies an unregistered trademark or service mark.

You should also use an attribution statement in or near the footer in any piece of communication containing PMI marks. Attribution statements are used to give notice to the public that the trademark rights in the marks belong to Project Management Institute, Inc. Attribution statements should include the mark(s) referenced in your piece of communication.

- **Example of an attribution statement:**

“PMI”, “PMP” and “PMBOK” are registered trademarks of Project Management Institute, Inc.

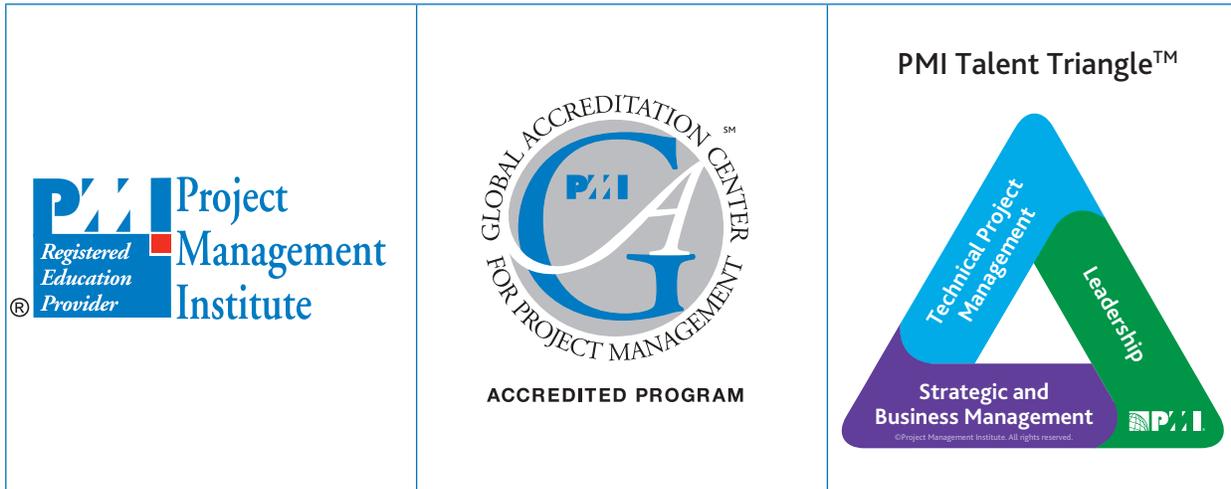
- **Visual Example of your ad with PMI marks and an attribution statement:**

2. **Notice.** Always include “®” or appropriate notice for any PMI marks used in the ad.

3. **PMBOK® Guide.** Always use the official title for this standard, which is “PMBOK® Guide” as opposed to “PMBOK.”

1. **Attribution.** Always include appropriate attributions for any PMI marks used in the ad.

COMMONLY USED LOGOS AND GRAPHICS



COMMONLY USED TERMINOLOGY

PMBOK® Guide—On first reference, spell out and italicize *A Guide to the Project Management Body of Knowledge (PMBOK® Guide)*. Use the shortened title *PMBOK® Guide* on subsequent references. (Note that the shortened title is italicized and includes the registered trademark symbol ®.) When appropriate, refer to the specific edition, such as *PMBOK® Guide – Fifth Edition*. (Note that the title *PMBOK® Guide* is separated from the specific edition with an en-dash and spaces.) Do not italicize the edition name, and do not use “PMBOK” or “PMBOK®” to refer to the shortened title.

Project Management Institute (PMI)

Use the registered trademark symbol ® when using PMI as an adjective to describe a product or service (e.g., PMI® credential program, but not PMI members). Do not use the ® symbol when using “PMI” as a noun or as the trade name (e.g., PMI’s credential program). Do not use the word “the” before the acronym PMI.

PMI’S CERTIFICATIONS

PMI has eight certifications with 17 legally protected marks as follows:

Full Name of Certification	Abbreviation
Certified Associate in Project Management (CAPM)®	CAPM®
PMI Agile Certified Practitioner (PMI-ACP)®	PMI-ACP®
PMI Risk Management Professional (PMI-RMP)®	PMI-RMP®
PMI Scheduling Professional (PMI-SP)®	PMI-SP®
*Project Management Professional (PMP)®	*PMP®
*Project Management Professional®	
Program Management Professional (PgMP)®	PgMP®
Portfolio Management Professional (PfMP)®	PfMP®
PMI Professional in Business Analysis (PMI-PBA)®	PMI-PBA®

*Project Management Professional is the only certification that has three legally protected terms associated with it because of its longstanding use. We do use the trademark registered symbol with the term Project Management Professional®.

USAGE RULES FOR ALL CERTIFICATIONS:

1. If using both the abbreviation and the full name of the certification in a single piece of writing, in first mention use the full name of the certification, which includes the abbreviation in parentheses and the appropriate trademark notice symbol. For example: PMI Risk Management Professional (PMI-RMP)®.
2. On the first mention of each abbreviation in a single piece of writing, you must use the registered trademark notice symbol.
3. When referring to certified professionals, DO NOT use abbreviations alone (e.g., PMPs)—always call them certification/credential holders (e.g., PMP® certified professionals).

Example:

In December, 100 individuals were named the first PMI Scheduling Professional (PMI-SP)® certified professionals. Practitioners who earned the certification sat for and passed the PMI-SP® exam. The PMI-SP certification acknowledges the specialty area of creating and maintaining the project schedule.

GUIDELINES FOR USE OF THE PMI TALENT TRIANGLE™:

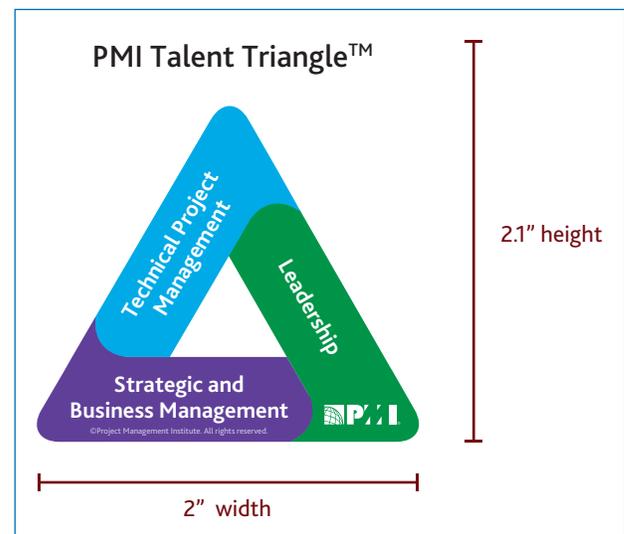
Permission to use the PMI Talent Triangle™ is granted **upon request** for use by third parties on their website and promotional materials to show their course's alignment to skills defined in the PMI Talent Triangle™. The PMI Talent Triangle™ must appear no smaller than two (2) inches in width:

The PMI Talent Triangle™ must include the appropriate trademark attribution statement and meet logo usage guidelines as defined in the PMI List of Marks: The PMI Talent Triangle logo is a mark of Project Management Institute, Inc.

When placed on a website, the PMI Talent Triangle™ must link to the following URL:

<http://www.pmi.org/learning/talent-management-resources.aspx>

For more specific questions relating to use, please contact the PMI Trademarks Paralegal at legal@pmi.org or refer to the [PMI List of Marks](#).



REGISTRATION

The information being collected is for PMI internal use only and will not be shared or sold. Please confirm that you have read and agree to the above terms by providing the following information and send via [email](#).

All information must be provided in an email before your application will be considered.

1. Name
2. Company Name
3. Address
4. City, State, Zip Code
5. Country
6. Email Address
7. Phone Number
8. URL/Description of Works where the graphic will appear. If you are requesting permission to post the logo (with link) on an internal website, please send a print screen copy of where the logo and link will appear.