

## Print Advertising Policy

**The purpose of AFP is to serve the medical profession and provide continuing medical education (CME). The information and opinions presented in AFP reflect the views of the authors, not those of the journal or the American Academy of Family Physicians (AAFP), unless so stated. Advertising is generally accepted if judged to be in harmony with the purpose of the journal; however, AFP reserves the right to reject any advertising at its sole discretion.**

**A.** Products and services to be advertised must meet the standards of generally accepted medical practice, be relevant to the clinical or socioeconomic practice of medicine, or be of special interest to the physician readership.

**B.** Products that require approval by the U.S. Food and Drug Administration for marketing must receive FDA approval before being eligible and must include “full disclosure” when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products.

**C.** Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.

**D.** Ads for nutritional supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety are substantiated by clinical studies acceptable to the AAFP—generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available from the AAFP.

**E.** General purpose foods such as bread, meats, fruits, and vegetables are eligible. Special purpose foods (e.g., foods for carbohydrate-restricted diets and other therapeutic diets) are eligible when their uses are supported by acceptable data. Only diet programs prescribed and controlled by physicians may be eligible.

**F.** CME courses, seminars, and conferences are eligible for advertisement. If CME accreditation is advertised, AAFP Prescribed credit must be approved and specified.

**G.** For enduring materials (e.g., books, audio- and videotapes, computer software, etc.), submission of a sample for review to establish eligibility may be required.

**H.** AFP follows the American Medical Association’s Code of Medical Ethics Opinion 8.063 regarding the

sale of health-related products from physicians’ offices. Consequently, no ad will be accepted that promotes the sale of health-related products from a physician’s office unless documentation submitted to the advertising business manager with an ad clearly meets the guidelines set forth in Opinion 8.063.

**I.** AFP follows the American Medical Association’s Code of Medical Ethics Opinion 8.03 prohibiting physicians from placing their own financial interests above the welfare of their patients. Ads for products or services that assist the physician in running a more efficient practice, thus enabling the physician more time for patient care, will generally be accepted. Included here would be categories such as office equipment, medical billing systems, or other software products. Ads that focus solely on increasing profitability are not acceptable.

**J.** Institutional advertising germane to the practice of medicine may be considered eligible.

**K.** Other products and services not covered above will generally be accepted if they are determined to be in harmony with the stated purpose of the publication.

**L.** Ads containing comparative claims for competitive products must be substantiated by supporting data.

**M.** Ads for tobacco products and alcoholic beverages will not be accepted. The AAFP has no direct association with organizations involved in the manufacturing of tobacco products and urges its members to avoid such association.

**N.** All ads must clearly and prominently identify the advertiser by trademark or signature.

**O.** In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the ad, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.

**P.** Publisher shall not be liable for any failure to print, publish, or circulate any ad accepted by publisher; however, publisher shall use its reasonable efforts to place such ad in subsequent available space.

**Q.** Publisher is not responsible for incidental or consequential damage for errors in printing an ad.

**R.** Publisher will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the conditions set forth in this rate card.

**S.** Because editorial requirements change as issue production progresses, all advertising insertion order position clauses are treated as requests.

**T.** In the event of nonpayment, advertiser and/or its advertising agency shall be jointly and severally liable for such monies as are due and payable to publisher.

**U.** Ads must conform to mechanical specifications as indicated in this rate card.

**V.** The placement of advertising adjacent to articles discussing the advertised company or products in the same class as the advertising product is prohibited.

**W.** All ads are subject to approval of publisher and editor, who each reserve the right to reject or cancel any ad at any time, and/or to evaluate ad copy to ensure that it does not contain any false or misleading statements or that is not in poor taste—offensive in either artwork or text. New copy must be received by the advertising department 10 days before the closing date.

**X.** AFP defines the word “advertorial” to mean an advertisement or other paid content that resembles editorial content in style, intent, and format. While AFP welcomes such advertisements, we will publish no advertisement that, in the judgment of the publisher, resembles our editorial content enough to be mistaken for an AFP article. Such ads must also display the word “ADVERTISEMENT” in 10 pt. type (min.), all caps, at the top center of each page.

The publisher must preapprove any piece that might be considered advertorial. At the discretion of the publisher, the advertisement may need to be reformatted to minimize its resemblance to our editorial content. All other guidelines pertaining to advertising in AFP also apply to advertorials.

**Y.** AFP further adheres to the advertising policies of the American Academy of Family Physicians (AAFP), the Council of Medical Specialty Societies (CMSS), the Accreditation Council for Continuing Medical Education (ACCME), the World Association of Medical Editors (WAME), and the International Committee of Medical Journal Editors (ICMJE).

**Z.** Publisher may change the terms set forth herein

## Online Advertising Policy

The American Academy of Family Physicians (AAFP) accepts advertising on the American Family Physician (AFP) and Family Practice Management (FPM) websites. The appearance of advertising on these websites does not imply endorsement of the advertised company or product, nor is advertising allowed to affect editorial decisions or editorial content.

### Advertising Acceptance

The AAFP has the right to refuse any advertisement that it seems inappropriate or incompatible with its mission and to stop accepting any advertisement previously accepted.

The following types of advertisements are prohibited on AFP and FPM websites:

- Alcohol and tobacco
- Weapons, firearms, ammunition, and fireworks
- Gambling and lottery
- Pornography and related materials and services
- Political and religious
- Advertisements that claim to offer a "miracle" cure or method
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at children

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the AFP or FPM website without their knowledge or permission
- Ads that expand across or down the page or send visitors to another site without the visitor having clicked on the ad

### Online Advertising Policy

1. Advertisements new to the AFP or FPM websites require AAFP approval before they can appear on the sites. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the website of any landing page must be clearly identified on that page.

2. Advertisements, advertising icons, and advertiser logos must be clearly distinguishable from editorial content. In addition, AFP or FPM web pages are designed to label all advertisements with the word "advertisement."

3. Advertisers may be required to submit supporting documentation to substantiate claims.

4. The AAFP does not allow targeted placement of advertising adjacent to editorial content of similar nature. Advertisements are placed at random and do not appear adjacent to relevant editorial except by chance.

5. Advertisements may not imply endorsement by the AAFP or its journals.

6. Neither advertisers nor their agents may collect any personal information from any user viewing the AFP or FPM website except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.

7. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

Advertising revenue is used to support the AAFP.

