

Advertising Policies and Principles

Advertising revenue in *AFP* and *FPM* is used to support the mission of the American Academy of Family Physicians.

The purpose of the AAFP's journals is to serve the medical profession and provide continuing medical education. The appearance of advertising may not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content.

Physicians, members, clinicians, patients and other stakeholders count on the AAFP journals to be authoritative, independent voices in the world of science and medicine. Public confidence in our objectivity is critical to carrying out our mission. The AAFP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions With Companies, Standards for Advertising (Section 9.1) which states:

"Advertising in all Society publications should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles. In Society Journals, the placement of Advertising adjacent to articles or editorial content discussing the Company or product that is the subject of the ad should be prohibited. Advertising in Society Journals should be subject to review by the Editor-in-Chief and overseen by the Society. Society Journals and other Society publications that publish Advertising for CME activities or provide activities through which readers can earn CME credits should also comply with ACCME requirements for Advertising set out in the Standards for Commercial Support."

The following principles apply to all AAFP journal brands and platforms:

1. 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.
2. Products and services not explicitly covered by these policies will generally be accepted if they are determined to be in harmony with the stated purpose of the publication. However, the journal editor or publisher has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with its values, and to stop accepting any advertisement previously accepted.
3. Advertisements new to the AAFP journals require pre-approval before they can appear and must be submitted for review no later than 10 days before the closing date for the issue.
4. Advertising for the following categories is prohibited: Alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a "miracle" cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. Advertisements new to the AAFP journals require pre-approval before they can appear.
6. All ads must clearly and prominently identify the advertiser by logo, trademark, or signature.
7. The intentional placement of advertising adjacent to articles discussing the company or products in the same class as the advertised product is prohibited.
8. Ads that make comparative claims to competitive products must be substantiated by supporting data.
9. 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.
10. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.
11. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other substances and devices with health claims must be substantiated by clinical studies acceptable to the journal's editors—generally meaning studies that have independent support in authoritative, evidence-based medical literature—and are subject to a literature review prior to acceptance. Such ads must additionally carry the following disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."
12. The AAFP follows the American Medical Association's Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physician's offices. Products must serve the immediate and pressing needs of their patients, be supported by evidence in peer-reviewed literature and other unbiased scientific sources that review evidence in a sound, systematic, and reliable fashion, and such sales must not present a financial conflict of interest for the physician or physician's practice.

13. The AAFP 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.

14. CME courses, seminars, and conferences are eligible for advertisement.

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

16. 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.

17. Advertorials: Longer form content created for commercial purposes may be harder for the average reader to readily distinguish as promotional. We define the word "advertorial" to mean an advertisement or other paid content that resembles editorial content in style, intent, and format. While *AFP* and *FPM* welcome such advertisements, we will publish no advertisement that, in the judgment of the publisher and editor, resembles our editorial content in form or format enough to be mistaken for an article.

The company or brand logo must appear prominently on the first page of the advertorial (or, in the case of an opening spread, somewhere on the spread) and display the word "ADVERTISEMENT" in 14 pt. bold type (min.), all caps, at the top center of each page, and are also subject to editor review.

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, so please factor this into your approval timetable. All other guidelines pertaining to advertising in the journals also apply to advertorials.

18. The journals further adhere 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).

19. The following online advertising formats are prohibited: Pop-ups and floating ads. Advertisements that collect personally identifiable information from visitors without their knowledge or permission. Ads that extend across or down the page without the visitor having clicked or rolled-over the ad. Ads that send visitors to another site without the visitor having clicked the ad.

20. Online advertisements, including sponsored content, must be clearly distinguishable from editorial content. Online ads will be labeled "advertisement" on the web sites.

21. Neither advertisers nor their agents may collect any personal information from the user 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, pixels, applets, and other such files are prohibited if those files transmit any personally identifiable information to the advertiser or agent without the user's knowledge and permission.

Business Policies:

22. In consideration of publication of an ad, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the publisher and 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.

23. 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.

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

25. 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.

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

27. 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.

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

These advertising policies are not exhaustive and are subject to change at any time without notice.