

# 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

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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.

