

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 at any time, provided that no such change applies to ads whose closing date precedes announcement of the change.

