



ONLINE ADVERTISING POLICY, PRINCIPLES AND ACCEPTANCE

The American Academy of Family Physicians accepts advertising on the *American Family Physician (AFP)* and *Family Practice Management (FPM)* Web sites. The appearance of advertising on these Web sites 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 is inappropriate or incompatible with our mission and to stop accepting any advertisement previously accepted.

The following types of advertisements are prohibited on *AFP* and *FPM* Web sites:

- Advertisements for alcohol and tobacco
- Advertisements for weapons, firearms, ammunition and fireworks
- Gambling and lottery advertisements
- Advertisements for pornography and related materials and services
- Political and religious advertisements
- 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* Web site without their knowledge or permission.
- Ads that expand 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.

ADVERTISING POLICY

1. Advertisements new to the *AFP* or *FPM* Web sites 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 Web site 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 and 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* Web site 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 American Academy of Family Physicians.

For questions about online advertising on the *AFP* and *FPM* Web sites, contact our digital sales team at [eHealthcare Solutions](#).

For information about advertising in the print journals, see our information for advertisers for [AFP](#) or [FPM](#).