



## Uniform Guidelines for Advertisements in AAN Publications

### Terms

The following guidelines have been established by the American Academy of Neurology (AAN) for *Neurology*<sup>®</sup>, *Neurology*<sup>®</sup> *Clinical Practice*, *Neurology*<sup>®</sup> *Neuroimmunology & Neuroinflammation*, *Neurology*<sup>®</sup> *Genetics*, *Neurology Today*<sup>®</sup>, *Brain & Life* (formerly *Neurology Now*<sup>®</sup>), *AANnews*<sup>®</sup>, and AAN.com to govern various aspects of advertising within the AAN publications, including print publications, websites, emails, and mobile applications.

As used in these guidelines, the terms "Advertising" and "Advertisements" include third party banners, contextual advertising, and sponsored content, which include paid advertising by commercial entities for services including: pharmaceutical products, medical devices, patient communities, insurance companies, clinical trial recruitment, and medical services. Advertising, as referenced in this document, does not include classified, not-for-profit, and AAN in-house advertising.

These guidelines govern issues of acceptance of advertisements, how advertisements are displayed in the AAN publications, and the removal of advertisements from the AAN publications.

The AAN has sole and absolute discretion with respect to interpretation and enforcement of these guidelines and all other issues associated with advertising on AAN publications. The AAN may change these guidelines at any time in its sole discretion by posting revised guidelines.

Under no circumstances will the acceptance of any advertisement be considered an endorsement of the product(s) and/or service(s) advertised or for the company that advertises, manufactures, distributes, or promotes the products or services.

### Uniform Guidelines

1. No reference to Continuing Medical Education (CME) offerings or credit can be mentioned within advertising. [During 2017-18, *Neurology* is reviewing and has published some CME ads with the approval of AAN CME staff when those ads were not deemed to be competitive with AAN programs.]

2. Any images, words or phrases that are potentially lewd, suggestive, offensive, exaggerated, frightening or demeaning are not permitted.
3. Images must be consistent with the content of the ad. No images of, names of, or quotes from actual physicians or scientists who are advertising a non-AAN product may be used. Products are defined as pharmaceuticals or devices rather than services, such as a hospital, clinic, or academic department. Quotations from published references may be used.
4. All claims mentioned within an ad unit must contain a citation or asterisk and a reference to the study's primary outcome measure, and cannot be skewed for the benefit of the advertiser. The citation and reference must be included in the ad space. This includes:
  - a. Clinical trials
  - b. All claims: efficacy, novelty ("the first", "the only"), or similar medical claims for any pharmacologic treatment or therapeutic device
  - c. Novelty claims ("the first," "the only") UNLESS the pharmacologic treatment has been approved by the US FDA as an orphan drug under the Orphan Drug Act, which provides exclusivity.
  - d. Competitive products mentioned in the ad
5. The AAN prefers references from original, peer-reviewed article(s); however, if not available, references must be clearly stated as "Data on File" and be easily accessible to the reader on the creative portion of the ad unit. In the case of novelty claims unrelated to orphan drugs, citations may reference studies showing use of the product for the condition for which the claim is being made.
6. Ads cannot conflict with the AAN's mission or reflect negatively on the AAN ([Principles Governing Academy Relationships with External Sources of Support](#)).
7. The types of ad units that are not permitted include, but are not limited to: illegal or objectionable products; fraudulent, deceptive, illicit, misleading, or offensive material; material that misrepresents, ridicules, discriminates (real or implied), or attacks an individual or group on the basis of age, national origin, race, religion, gender, sexual orientation, marital status, disability, or any protected class or other status deemed inappropriate for the AAN journals; alcohol; weapons, firearms, ammunition, or fireworks; gambling; pornography or related themes; and tobacco products.
8. References to other society/organizational guidelines are subject to AAN approval; advertisers should give preference to citing AAN guidelines where applicable.
9. For all digital ads, the advertiser must provide ad units of all sizes for approval and the url to the product landing page for reference. The ads must include links to the package insert. If the ad mentions a claim, the ad must include a citation or asterisk and reference(s) within the ad space itself. If space is a constraint, the reference may be abbreviated. Acceptable reference abbreviation is first author name and et al, journal name, volume, page numbers.

10. Digital (including but not limited to tablet, mobile, and online) advertisements must have the word “Advertisement” at the top of the ad.

**Advertorials** for AAN publications may be accepted if they follow the proposed guidelines:

1. The word “ADVERTISEMENT” must appear in boldface type (minimum 12-point font size) at the top- center of each page of ALL advertorials, case studies, disease awareness advertisements, and business reply cards (BRCs). Such material should be designed so that it is clearly distinct in look from the editorial content.
2. Company logo must appear prominently at the top and/or bottom of each page.
3. The title must be boxed or a separation line placed between it and the text.
4. The title and text must be in fonts easily distinguishable from fonts used in the publication’s title and text.
5. Two-page spread is the maximum ad unit size for advertorials.

#### **Placement**

1. Advertisements should not be placed directly next to, or one page before or after, editorial pages that discuss the product or the disease topic related to the advertised product.
2. Digital ads should adhere to the above guidelines regarding the same page.
3. Advertisements cannot be included on online CME content and test pages.