

Advertising Policies

Journal of Continuing Education in the Health Professions

1. JCEHP's editorial and advertising functions must be independent. Editorial decisions must not be influenced by advertising revenue or reprint potential. Advertisers and donors are to have no control over editorial material under any circumstances.
2. The content of special supplementary issues should be determined only by the usual editorial process and not be influenced in any way by the funding source or advertisers.
3. If supplements do not undergo peer review or undergo a peer review process different from the rest of the journal, that should be explicitly stated.
4. All advertisements must clearly identify the advertiser and the product or service being offered.
5. In the case of drug advertisements, the full generic name of each active ingredient must appear.
6. Commercial advertisements may not be placed adjacent to any editorial matter that discusses the product being advertised, nor adjacent to any article reporting research on the advertised product, nor should they refer to an article in the same issue in which they appear. The same restrictions apply to placement of ads on the front, rear, or inside cover pages of an issue that carries an editorial or original article on that topic.
7. Ads must have a different appearance from editorial material so there is no confusion.
8. Products or services being advertised must be germane to (a) the practice of health care professionals, (b) health care professions education, or (c) health care delivery.
9. Advertisements may not be deceptive or misleading. Exaggerated or extravagantly worded copy is not allowed.
10. Advertisements will not be accepted if they judged to be indecent or offensive in either text or artwork, or contain negative content of a personal, racial, ethnic, sexual orientation, or religious character.
11. Reprinted articles may be combined with advertisements or endorsements of a product or company only if they comply with all terms of this advertising policy.
12. JCEHP has the right to refuse any advertisement for any reason.
13. The Editor-in-Chief has final authority on decisions about acceptance of advertisements. Decisions will be made in consultation with the journal's editorial team and the editorial team will be regularly informed about the evaluation of advertising, especially those that are refused due to non-compliance with the journal's guidelines.

Adapted from the WAME guidelines for journal advertising.