

AAPA Advertising Policy

Introduction

These are standards and policies for the acceptance and placement of advertising in AAPA print and electronic publications, communications and websites.

AAPA Exclusive Advertising Commitments

No competing advertising in these spaces may be purchased for JAAPA:

- [CM&F/AAPA](#) (Malpractice Insurance Services)

Advertising Guidelines

- All advertisements are subject to approval of the publisher or AAPA, which reserves the right to reject or cancel any advertisement at any time.
- The appearance of advertising on any and all AAPA sites is neither a guarantee nor an endorsement by the publisher, society or editorial partner of the product, service, or company and claims made in such advertising.
- Advertising that appears in AAPA magazines or on its websites will be clearly distinguishable from editorial content. Any advertorial content will say advertorial at the top and bottom of the page.
- All advertisements are accepted and published by AAPA on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless AAPA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.
- The products or services advertised shall be commercially available.
- Products or services accepted for advertising shall further AAPA's mission.
- Research materials and/or other documents and data supporting the statements made in the advertisement may be required for review prior to acceptance of advertising.
- AAPA shall not be liable for any failure to publish any advertisement accepted; however, AAPA shall use its reasonable efforts to place such advertisement in subsequent available space.
- All advertisements must clearly and prominently identify the advertiser by trademark or signature.
- Any reference to the AAPA or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to AAPA's prior written approval for each such use.

- All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, AAPA cannot guarantee fixed positioning, unless otherwise indicated as exclusive sponsorship.
- AAPA is not responsible for any damages, including but not limited to actual, direct, incidental or consequential damages, for errors in displaying an ad.
- AAPA may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.
- AAPA will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in this policy statement.
- Recruitment ads: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, sexual orientation, age, race, religion, marital status, or physical handicap will not be accepted. Non-U.S.
- recruitment advertisers are required to confirm in writing that they are equal opportunity employers.
- Advertisements for pharmaceutical products (including NDA products) that are subject to the U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
- In the event of nonpayment, AAPA reserves the right to hold advertiser and/or its advertising agency liable for such monies as are due and payable to AAPA.

Accepted Advertising

- AAPA will accept ads from the following:
 - FDA-approved pharmaceutical and medical device products.
 - Advertising for products that are not FDA-approved will be accepted on a case-by-case basis.
 - Certified laboratories (e.g., CLIA, CAP) and makers of lab kits and tests for office use.
 - Medical equipment companies.
 - Practice management products, including makers of electronic health records, billing and coding services, furniture, uniforms, etc.
 - Publishers of medical and scientific content and other relevant content (ads for individual publications will be considered on a case-by-case basis).
 - Graduate medical education or other healthcare training opportunities and research training opportunities.
 - Continuing medical education offerings.
 - Classified ads.
- AAPA may consider other businesses or services; however, as with all other advertisers listed above, AAPA editors have the right to refuse any advertisement that in the sole

opinion of the editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive, or the publication of which is not in the best interest of AAPA.

Advertising Restrictions

- AAPA's advertising restrictions include the following:
- Companies owned by tobacco companies, their parent company or subsidiaries. Parent and subsidiaries are defined as an entity in which there is a 5 percent or greater ownership by, or of, a tobacco company.
- Companies that make alcoholic beverages.
- Food products and dietary supplements not regulated by the FDA.
- Advertising that conveys sexual orientation, ethnic, religious, gender, or age bias or prejudice.
- Advertising that resembles editorial material in content and format.
- AAPA editors have the right to refuse any advertisement that in the sole opinion of the editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive, or the publication of which is not in the best interest of AAPA.
- Advertisements disparaging a competitor's product or service will not be accepted.

Disclaimer

The appearance of an advertisement in an AAPA publication or on its websites is neither an AAPA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in AAPA publications and on its websites. Companies may not refer to an appearance of an advertisement for their product in an AAPA publication or website as an AAPA endorsement.

Advertising Copy

Advertisers should contact AAPA's Business Development Department for advertising placement in AAPA's communication vehicles.

Advertising copy will meet the following requirements:

- The advertisement must clearly identify the advertiser and the product or service being offered.
- Layout, artwork, and format must be designed so that the ad cannot be confused with editorial content.
- Advertising copy must be submitted in copy-ready format. Advertisers are responsible for their content being proofed and final. AAPA is not responsible for errors in copy.

- Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
- Advertisements for employment must conform to all applicable federal laws and regulations and may not discriminate against any persons based on race, sex, sexual orientation, age, national origin, religion, handicap or country of medical education.
- Advertisements will not be accepted if they appear to violate AAPA's standards or are otherwise unacceptable to AAPA.

Reciprocal Advertising Agreements

AAPA may enter into reciprocal advertising agreements with other societies or journals. These agreements should take into account the reach and frequency of the reciprocal arrangement and result in an equitable exchange of value for both parties.

Placement in Print Publications

- Decisions to permit advertisements are made independent of and without information pertinent to specific editorial content.
- For print journal publications, ads may be placed at the front, back and between the front matter (e.g., editor lists, table of contents). Additional wells are added to accommodate advertisements, as necessary, with the approval of the editor(s), so long as the previous stated guidelines regarding placement of ads are maintained.
- Placement of ads will be subject to AAPA's approval of copy. All advertising copy must be sent to AAPA's Business Development Office.

Digital Advertising

Digital advertising may be placed in AAPA digital publications and websites and will meet the following requirements:

- Digital ads must be readily distinguishable from editorial content.
- Digital advertisements may appear as fixed or rotating advertisements.
- Digital advertisements may not be juxtaposed with, appear in line with, or appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic.
- House advertisements for AAPA products, services or conferences may appear on editorial content pages.
- Digital ads that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.
- Ads may link off-site to a commercial website, provided that viewers are clearly informed that they are being taken to another website and that viewers are not

prevented from returning to the AAPA website or other previously viewed screens. AAPA reserves the right to not link to or to remove links to other websites.

- AAPA reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted as well as decline any link to or from the website that is unacceptable.
- Any use of publication trademarks or copyrighted material for links to and from the website must be approved, in advance, by AAPA. Any such unauthorized linking is prohibited.
- AAPA does not endorse or support any product or organization linked to the journal's website nor is the publisher responsible for the content of any website promoted in an advertisement published in the journal.
- Online advertisers may receive reports that show aggregated data about response to their advertisements, including but not limited to the number of ad impressions and the number of times on which an advertisement was clicked.
- Advertisers have no control or influence over the results of searches a user may conduct on AAPA's website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).

Digital Sponsorship

Digital sponsorships will meet the following requirements:

- All financial support for electronic content will be clearly acknowledged.
- Acknowledgment of support will appear on the home page or relevant landing page, on the running foot of all relevant pages, on any packaging and collateral, and on any materials used to publicize the online product. The running foot acknowledgements will not be linked to any other materials.
- These acknowledgements will not make any claim for any supporting company products. AAPA will determine the final wording and positioning of the acknowledgement. The wording will be similar to "Produced by AAPA with support from [Company]."
- The initial acknowledgement may be linked to an "About" [Company] page or may link to the company's website through an intervening buffer page. Any "About" [Company] pages must be readily distinguishable from editorial content, must be clearly labeled as provided by the supporting company, and must not be linked to related AAPA editorial content.
- Sponsorship for electronic CME activities will meet AAPA requirements for acknowledgement, placement, etc.
- Other acknowledgements and disclosures may be required, as deemed necessary by AAPA.

Submissions

Companies, individuals, or groups wishing to advertise must comply with the following:

- All requests must be submitted in writing.
- Any advertising requests made for the first time must include a copy of the current product/service literature with the original submission.
- The name of the official representative must be included with the original submission.
- The company/individual must be in good financial standing with AAPA (no outstanding bills/invoices).