



ASA Publications Advertising Policy

The following guidelines have been established by the American Society of Anesthesiologists (ASA) to govern advertising within all ASA publication properties that accept advertising.

Acceptance of Advertising

- Acceptance of all advertising is subject to review and approval by the publication's Editor-In-Chief.
 - Advertising that is rejected by an Editor-In-Chief may be referred to the ASA's Committee on Publications and Digital Oversight for further assessment.
- All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.
- Complete scientific and technical data, whether published or unpublished, concerning the product or services safety, operation and usefulness may be required. Samples of the products are not to be submitted.
- Advertisers may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.
- Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. ASA reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion.
- 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.
- Promotion of products, meetings, and services that compete directly with those offered by ASA and its affiliates is generally prohibited.
- Membership solicitation advertisements by organizations other than ASA are prohibited unless prior approval is given. Fundraising advertisements by organizations or individuals other than ASA are strictly prohibited unless prior approval is given. Requests for approval will be considered and granted by the ASA Chief Executive Officer and Executive Committee.

- ASA reserves the right to decline advertising for any educational course, meeting, or related event if the advertised event falls 90 days before or after an event held by ASA. An advertisement for an educational course that does not compete with an ASA educational meeting or course will be eligible for consideration.
- Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group or other organization must be accompanied by a written consent for use from the quoted individual entity.
- The use of the ASA name, seal, and/or logo is prohibited without ASA's prior written approval.
- The fact that an advertisement for a product, service or company has appeared in an ASA publication shall not be referred to in collateral advertising. Use of the ASA name, seal, and/or logo by an advertiser in any marketing materials is prohibited without ASA's prior written approval.
- ASA reserves the right to reject requests for advertisements, or not to renew previously approved advertisements, at any time for any reason or no reason at all, including without limitation any advertisement that ASA determines could adversely affect the good will or reputation of ASA or its affiliates.
- Advertisements that conflict or have the appearance of conflicting with ASA policy are prohibited.
- ASA may change these guidelines at any time in its sole discretion by posting revised guidelines.

Advertorials

The guidelines below apply when the ASA publication accepts advertorials:

1. The word "ADVERTISEMENT" must appear in boldface type (minimum 12-point font size) at the top-center of each page of the advertorial. 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 of the advertorial may be boxed, or a separation line placed between it and the text of the advertorial.
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 within the publication, but an ad unit may be additional pages if placed as an outsert.