

# Advertising Policies

The AHA will sell advertising space in its publications when, in the determination of the AHA, the inclusion of the advertisement does not interfere with the purpose of the publication and the advertisement is not adverse to the AHA's policies, standards, positions, or principles. The AHA staff and those working on behalf of the AHA will not tell advertisers when an article concerning their product is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product. Placement of advertising adjacent to editorial content on the same topic is prohibited. Advertisers identified as attempting to use AHA's Rapid Access Publication (online ahead of print weeks in advance of the print issue mailing) to coordinate their advertisement placement, as demonstrated by the last-minute exchange of one advertisement for another, will be restricted from advertising in the AHA journals.

The number of advertising pages in a print product will not exceed the number of editorial pages. Decisions to permit an advertisement are made independently of and without information pertinent to specific editorial content. Advertising sales representatives of the AHA have no prior knowledge of specific editorial content.

Products must conform to commonly accepted standards when available. They must be in accordance with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility. Statements about and illustrations of all products must be in accordance with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage a competitor's product, and must not make unsupported claims. Vague statements or endorsements by individuals are unacceptable. Because food products and dietary supplements are not regulated by the FDA, advertisements for these products will not be considered.

The appearance of an advertisement in an AHA publication, regardless of platform or delivery method, is neither an AHA 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 must run in each journal on the Business Correspondence page. Companies may not refer to an appearance of an advertisement for their product in an AHA publication in any other advertising or promotion. The AHA's name and all AHA-registered service marks may not be used in any advertisement, in either AHA or other publications, without prior approval. However, footnote citations of scientific papers or statements published in AHA journals may be made in the customary manner. Any advertisement that cites AHA content (statements and guidelines, statistics) will be sent to AHA science review.

Advertisers and advertising agencies must agree to protect and indemnify the AHA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair traded practice; infringement of trademarks, trade names, patents, copyrights, or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to the AHA and accepted for publication in its journals.

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

## Placement Requirements

Advertisements are placed at the front and back of print editions of *Arteriosclerosis, Thrombosis, and Vascular Biology (ATVB)*; *Circulation Research*; *Hypertension*; and *Stroke*. Advertisements are placed at the front, back, and between the front matter and the Issue Highlights section in *Circulation*. Additional wells are added to accommodate advertisements as necessary, with the approval of the Editor, so long as the previously stated rules regarding placement of advertising are maintained.

Placement of advertising in the mobile platform will be similar to that of print editions of the journals (i.e., no advertising in the editorial content pages). Additional locations may be determined with input of the AHA Scientific Publishing Director and Production Manager and approval of the AHA and the Editor.

Placement of all advertising will be subject to the AHA's approval of copy. All advertising copy must be sent to the AHA Scientific Publishing Production Manager and to the editorial office of the journal in which the advertisement is proposed for inclusion for approval. The AHA Production Manager acts on behalf of and in consultation with AHA Scientific Journal Editors or their designees. Additionally, AHA Scientific Journal Editors have the right to refuse any advertisement. Resolution of any conflicts regarding inclusion of advertising will be conducted with the Journal Editor-in-Chief, the AHA (as represented by the Chief Science Officer), and the AHA Legal Staff.

The following restrictions will always apply:

1. The AHA will not accept advertisements from companies owned by tobacco companies, their parent company, or subsidiaries. "Parent" and "subsidiary" are defined as an entity in which there exists a 5% or greater ownership by, or of, a tobacco company.
2. Advertisements for alcoholic beverages will not be accepted.
3. Political advertisements will not be accepted.
4. Public service announcements from other organizations will not be accepted.

## Advertising Copy

Advertising copy must meet the following requirements:

1. The advertisement must clearly identify the advertiser and the product or service being offered.
2. Layout, artwork, and format must be designed so that the ad cannot be confused with the editorial content of the publication. The word "advertisement" may be required.
3. Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
4. Advertisements will not be accepted if they appear to violate the Principles of Medical Ethics of the American Medical Association or are otherwise unacceptable to the AHA.
5. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished, but the source must be specifically noted ("unpublished data" is not enough). Samples of the apparatus, device, equipment, or instrument must not be submitted.

6. The AHA will accept advertisements in the form of preprinted inserts. Insert copy is also subject to AHA eligibility requirements as mentioned above. Insert specifications must conform to AHA publication specifications as stated in the advertising media kit. Supplied inserts must also conform to the guidelines of the Association of Medical Publications.

## Guidelines and Procedures for Print Advertising

The following guidelines and procedures are adapted from and were developed through the cooperative efforts of member publishers of the now defunct Association of Medical Publications (AMP). These standards continue to be the AHA standards.

1. Samples of full-size paper stock for inserts should be submitted in advance to publications for approval. Final furnished inserts must be the same stock weight and bulk as the approved sample.
2. Inserts for publication should be supplied fully printed, trimmed to the publisher's specific size, and ready for binding, unless prior arrangements have been made.
3. The grain of insert stock should run parallel to the binding edge of the publication.
4. The maximum acceptable thickness of paper stock is 0.004". The stock weight is to be governed by that commonly available in a 0.004" sheet, coated or uncoated. Allowable variation to the standard is 5% to encompass unevenness found in commercially coated and uncoated stock.
5. Inclusion of Business Reply Cards (BRCs) is acceptable with prior approval of mechanical specifications.
6. Variations that change the specifications or characteristics of the insert are not acceptable. Some examples are gatefolds, pop-ups, short-cut inserts, perimeter die-cuts, and mechanical devices, except for standard lacquering and that described above.
7. Special effects: Paper paste-ons may be affixed to the surface of the center area of an insert but may not cause undue bulking of thickness. Paper attachments, die-cuts, or other effects may not extend to within 2 inches of any trimmed edge (including binding edge), cover more than 20% of the page area, or result in undesirable changes in the characteristics of the insert stock.
8. Nonpaper insert stock is acceptable if the material demonstrates the same qualities as allowable paper stock.
9. Journals directed to smaller specialty audiences with a large proportion of nonpharmaceutical advertising may be exempt from some of these guidelines.
10. An Insert Review Committee of the AMP, composed of production managers of medical journals, has been formed to advise publishers and advertisers. Inserts submitted to publications may be referred to the committee for an opinion if there is concern about their compliance with the guidelines. The advice of the committee will be used to help publishers determine compliance of the inserts in question.

# Advertising Policies

## Digital Advertising

1. Digital advertising may be placed in AHA digital publications. AHA Scientific Publications in digital format include *Arteriosclerosis, Thrombosis, and Vascular Biology (ATVB)*; *Circulation*; *Circulation Research*; *Hypertension*; *Stroke*; *Circulation: Arrhythmia and Electrophysiology*; *Circulation: Cardiovascular Genetics*; *Circulation: Cardiovascular Imaging*; *Circulation: Cardiovascular Interventions*; *Circulation: Cardiovascular Quality and Outcomes*; *Circulation Heart Failure*; and any derivative products and collections thereof.
2. Digital advertisements must be readily distinguishable from editorial content. The word "advertisement" will be used on the advertisement.
3. Digital advertisements may include, but are not limited to, leaderboard or skyscraper ads (i.e., banner ads) on the journals' Web pages or ads included with the mobile versions (i.e., smartphone, tablet apps) of the journals.
4. On the journals' Web pages, digital advertisements may appear as fixed or rotating advertisements.
5. Digital advertisements may not be juxtaposed with, appear in line with, appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic (for the table of contents, an advertisement must not appear next to the title of a related article). Advertisements may appear on the electronic table of contents (eTOCs) as long as they are at the top or on the right and are clearly identified as an advertisement.  

Commercial advertisements may not appear on the editorial content pages of the AHA Online Journal of Record. House advertisements for AHA products, services, or conferences may appear on the editorial content pages of the AHA Online Journal of Record.
6. Digital advertisements 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.
7. Advertisements and promotional icons may appear on the home pages of the AHA Scientific Publications.
8. The home pages of <http://my.americanheart.org> and any additional AHA compilations or derivative Web pages are comparable to the table of content pages of the AHA journals and may display advertising and/or promotional icons.
9. AHA, <http://my.americanheart.org>, or AHA Scientific Publications logos or trademarks may not appear on commercial Web sites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within the AHA.
10. Advertisements may link to additional promotional content that resides on the AHA Web sites.
11. Advertisements may link off-site to a commercial Web site, provided that the viewer is clearly informed (by expected Web behavior of online advertisements or by informational text) that he or she is being taken to another Web site. The AHA Scientific Publications Web site does not vouch for or assume any responsibility for any material contained on the Web site to which it links. A statement saying "The appearance of an advertisement on an AHA Scientific Publication Web site is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service

made by the advertiser" will be on each Scientific Publications Web site. The AHA will not link to Web sites that frame the AHA Scientific Publications Web sites content without express permission of the AHA; prevent the viewer from returning to the AHA Scientific Publications Web site or other previously viewed screens, such as by disabling the viewer's "back" button; redirect the viewer to a Web site the viewer did not intend to visit; or that do not otherwise follow AHA policies with respect to the use of AHA logos and trademarks. The AHA reserves the right to not link to or to remove links to other Web sites.

12. Methods of corporate funding should be described in the Scientific Publications Web site's information about advertising or the digital rate card.
13. The AHA will conduct science and legal review of the digital advertisement and the main page to which the electronic advertisement links. Provided policies mentioned above are followed, further review usually should not be warranted. Review policies, as noted previously, also apply (ie, if the AHA content is cited on the main Web page, then the Web page will receive an AHA science review).

## Digital Sponsorship

1. All financial or material support for electronic collections of articles, Scientific Publications Web site content, and other types of online products (eg, derivative products and collections, online databases, or material on CD-ROM) will be acknowledged and clearly indicated on the home screen or via a link from the home screen.
2. Acknowledgment of support will appear on the home page, on the running foot of all pages, on any packaging and collateral material included (eg, CD-ROM jewel case and companion print insert), and on any materials used to publicize the online product. Content accessed through the Web site that does not reside on the Web site (eg, abstracts or articles from another Web site) will not include sponsorship information.
3. These acknowledgments will not make any claim for any supporting company product(s). The AHA will determine the final wording and positioning of the acknowledgment. The wording will be similar to "Produced by [AHA publication] with support from [Company]."
4. The home page acknowledgment of digital products may be linked to an on-site "About [Company]" page or may link to the company's Web site through the intervening buffer page referred to in "Digital Advertising", item 9.
5. The "About [Company]" page may be linked to other on-site pages provided by the supporting company. These 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 AHA editorial content.
6. The running foot acknowledgment will not be linked to any other materials.
7. Other Acknowledgments and disclosures may be required, as deemed necessary by the AHA Scientific Publications.
8. The AHA, AHA Journals, and <http://my.americanheart.org> logos and other AHA registered trademarks and logos may not appear on the sponsoring company Web site as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within the AHA.