

JBJS Advertising Policies

The Journal of Bone and Joint Surgery, Inc. accepts advertising and sponsorship according to the following principles:

- **Advertising and content are separate.** Advertisers and sponsors do not have advance knowledge of our specific editorial content, other than the information contained in the table of contents. Content is not edited or modified in any way to accommodate advertisers. The Journal of Bone and Joint Surgery (JBJS) does not knowingly permit advertising for a specific product in physical proximity to a specific article mentioning that product. Our editorial decisions are made without influence by advertisers or sponsors. JBJS advertising sales representatives have no involvement with specific editorial content, other than knowledge of the table of contents, before it is published.
- **JBJS is not liable for any failure to publish any accepted advertisement.** However, JBJS will use reasonable efforts to place the affected advertisement at the next mutually agreed-upon opportunity.
- **JBJS may refuse or cancel** advertisements at any time.
- **All advertisements are reviewed** and approved by JBJS.
- **JBJS does not endorse commercial products or services** or any company, product or service appearing in its paid advertising.

JBJS Advertising Policies

- **Advertising must be factual** and in good taste.
- **Advertisements for alcoholic beverages**, firearms, and tobacco products will not be accepted.
- **Advertised products must be compliant** with the regulations for all countries in which the advertisement will be seen. Advertisements for products that are subject to U.S. Food and Drug Administration oversight must comply with FDA regulations regarding advertising and promotion.
- **JBJS reserves the right** to hold an advertiser and/or its advertising agency jointly and severally liable for nonpayment.
- **The Journal of Bone and Joint Surgery does not** permit use of its name, any representation of its name or logo in advertising materials except when used as a citation for content protected under copyright law.

Policies Specific To Digital And Email Advertising

- When users click on ad advertising banner or link, they may be taken to a site different from the Journal's and they may be asked for personal information at that site. JBJS does not control those sites and can not vouch for the privacy or use of data on those sites.
- Third-party ad servers are slowed to measure clicks only.
- JBJS does not release personally identifiable data on users of our website to advertisers. Advertisers on the Journal's websites may receive aggregated data about responses to their advertisements.
- Advertisers and sponsors do not influence the results of searches a user conducts on the JBJS website.
- Updates to our Internet advertising policy will be posted to the Advertising section of JBJS.org.

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Advertorial And Disease-Awareness Advertisement Policies

- As with all advertising, advertorials and disease-awareness advertisements are subject to approval.
- All advertorials and disease-awareness advertisements must be easily distinguishable from editorial content.

Single-page

- Company name and logo must be included at the top of the advertisement
- The word ADVERTISEMENT must appear at the top of the page, using a minimum font size of 14 points

Two-page spreads

- The word ADVERTISEMENT must appear at the top of both pages, using a minimum font size of 14 points
- One of the two pages must include the company name and logo at the top

Recruitment Advertising

All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status or physical handicap will not be accepted. Advertisements may not include dollar values in reference to compensation. For more information, email Terry Paolino at tpaolino@jbjs.org or access [JBJS Jobs Media Kit](#).

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Sponsorships

Sponsorships and editorial content are clearly separated. A link to the JBJS Internet Advertising Policy will appear with all sponsorships on the website. Acknowledgement of support does not imply endorsement of any product(s). The final wording and position of acknowledgements will be determined by JBJS.

Readers are encouraged to comment on our Advertising Policies. Please submit comments to: advertising@jbjs.org.

Cancellation

Print ad cancellations for JBJS semi-monthly issues are due by the 8th for the first monthly issue and the 15th for second monthly issue. All cancellations must be in writing. JBJS reserve the right to invoice up to 20% of the total cost of insertion for cancellations that are not received by these deadlines.

For online ad cancellations, JBJS employs the IAB's standard policies.