

# POLICIES

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## Agency Commissions and Policies

### Agency Commission

15% net 30 days (no commission after 60 days).

Agency commission is forfeited if ACP typesets your ad or has to make alterations to submitted ad copy.

### Payment Policy

Prepayment required for all first time advertisers. Prepayment may be required on or before the closing date for the first three advertisements. Appropriate credit referrals may be requested.

### Advertising Policy

#### Acceptable Advertising for Products and Services

Advertising will be accepted for products or services directly relevant to the practice of medicine, including:

- Nutritional products, if the ad relates the product to medical care and the promotion of good health.
- Equipment directly applicable to medical practice, such as diagnostic devices; devices with scientifically established efficacy; and equipment, hardware, and software for practice or business management.
- Books, journals, and products related to the acquisition of medical information.
- Medical services and physician-support services.
- Medical positions offered and sought.
- Any ACP approved product, program or service

#### General Guidelines

- Ads will be accepted for products or services not in any of the above categories but closely related to the practice of medicine, provided they meet all other requirements.
- ACP does not investigate the offers made and assumes no liability concerning advertisers, their positions, practices, services, or products, nor does the publication of advertisements constitute or imply endorsement.
- ACP is not liable for failure to print, publish, or circulate any accepted ad. ACP will try to place such ads in subsequent issues.
- ACP reserves the right to hold the advertiser and/or its ad agency jointly and separately liable for money due and payable to the publisher.
- ACP reserves the right to change its advertising policies at any time.
- For products not previously advertised in ACP publications and for products previously advertised but being submitted with new copy or layout, ad copy must be submitted to the Salesperson for editorial approval at least two weeks before closing date.
- Ads containing claims for superiority must be supported by evidence available to ACP and its readers upon request.
- For ads containing citations, the following parameters apply:
  - 1) Reference material should be published or in press.
  - 2) Cited material may not be articles “submitted for publication” or “data on file.” To be accepted,

citations must reference the title of the article, publication, and date or include URL address where citation may be found.

#### Acceptable Advertising for Classifieds

- Advertising will be accepted as a service and must be relevant to the practice of medicine or services directed to physicians, such as public service messages or positions with equal opportunity employers. ACP requires all listings to be non-discriminatory.
- The Editorial Office reserves the right to alter advertisements to comply with style, policy, guidelines and equal employment opportunity (EEO) guidelines. These changes include correcting spelling and punctuation, removing punctuation in academic degrees, and spelling out obscure or unwieldy abbreviations. Editorial changes should not affect the cost of an advertisement unless significant changes are required to comply with EEO guidelines.

#### Unacceptable Advertising

- Ads for products and services not directly relevant to the practice of medicine.
- Ads for tobacco products.
- Ads not in accord with the ethical principles of the ACP Ethics Manual and College policy.
- Ads that convey ethnic, religious, gender or age bias or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests not FDA-approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads containing exaggerated or extravagantly worded copy.

#### Rights Reserved by ACP

- To seek the opinions of consultants in determining the eligibility of products and suitability of claims. ACP expects the medical department of a company to approve both product and ad copy before submission.
  - To require submission of scientific documentation supporting the medical use of any product represented by a submitted ad.
  - To reject any ad or classified notice.
  - To make the final decision regarding the acceptability of all products, ad copy, and services to be advertised or exhibited.
  - To change these standards in light of developments in medicine and industry.
  - To request a change in position for an ad if the ad will be adjacent to related editorial material.
  - **Every care is taken to avoid mistakes, but responsibility cannot be accepted for printer's or clerical errors. ACP will not be responsible, nor will any credits be given, for advertising errors not reported after the first issue in which the ad is published.**
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