ACP Advertising Policies

Agency Commission
15% net 30 days.

Earned Rate Policy
ACP will continue to calculate earned frequencies on the basis of an individual advertiser’s parent company’s (and related subsidiaries’) total pages placed in all ACP publications. The total number of full or fractional pages used in any ACP journal within the contract year determines the frequency rate.

Advertisers will be billed at the 1-time rate unless they send a contract or letter to the Director of Advertising Sales stating the number of pages that will be used in a 12-month period. Subsidiaries and/or parent companies considered as 1 advertiser are entitled to a combined rate when requested. Insert rates may be combined with run-of-book rates for calculating frequency discounts.

All contracts are based on a calendar year (January through December) unless otherwise requested in writing.

Payment Policy
Prepayment may be required on or before the closing date for the first 3 advertisements for new clients. Appropriate credit referrals may be requested.

Short Rates and Rebates
If the number of ad pages contracted for are not used within a 12-month period (from contract start date), the advertiser will be short-rated. Advertisers will receive a rebate if, within the 12-month period, they have used sufficient additional insertions to earn a lower rate than that which they had been billed. The publisher agrees that there are no hidden rates, rebates, or agreements affecting rates and that rates stated are minimum.

Advertising Incentive Programs
Advertisers are responsible for managing and advising publisher of advertising incentive program usage.

Ad Placement
Competitive products are separated by no fewer than 4 pages, contingent on the requirements of a specific issue. Inserts in Annals are placed at form breaks. Inserts in ACP Internist and ACP Hospitalist are placed in the center spread and tip-ins are placed at form breaks. Annals advertisements are placed within the front and back sections, separated by the editorial section.

Every attempt is made to rotate the run-of-book ads to ensure fairness and equality. Actual rotation is contingent on the composition and number of similar products appearing within each issue.

General Guidelines
- Ads will be accepted for products or services not in any of the categories listed below in Acceptable Advertising for Products and Services but closely related to the practice of medicine, provided they meet all other requirements.
- ACP does not assume responsibility concerning advertisers or 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 of ACP publications.
- 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, the following must be submitted to the Advertising Production Coordinator at least 2 weeks before closing date:
  - 2 copies of the proposed ad.
  - 2 copies of the FDA-approved package insert for pharmaceuticals and biologicals.
- Ads containing claims for superiority must be supported by evidence available to ACP and to readers of ACP publications upon request.
- For ads containing citations, the following parameters apply:
  1. Reference material should be published or in press.
  2. Cited material may not reference articles “submitted for publication” or “data on file.” To be accepted, citations must reference the title of the article, publication, and date, or include a URL address where the citation may be found.

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

- Products approved by the FDA for prescription or application by physicians and announcement advertising for pending products that comply with FDA guidelines.
- Drugs approved by the FDA for nonprescription (over-the-counter) sales.
- 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.
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- 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.

Acceptable Advertising for Institutions and 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.

Unacceptable Advertising

- 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, sexual orientation, or age bias or prejudice.
- Ads that resemble editorial material, content, or format.
- Ads for drugs and diagnostic tests that are not FDA approved for general use.
- Ads that represent or imply single sponsorship of editorial content.
- Ads that contain exaggerated or extravagantly worded copy.

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- 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 that supports 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.