

ACP Advertising Policies

- **Independence.** ACP's educational programs, products, services, policies, and advocacy positions are independent of outside influence, and preserve the independent judgment and professionalism of members, and are sensitive to the potential for perceived conflicts of interest (COI). Neither sponsors nor advertisers develop or influence ACP content.
- **Recognition and Disclosure.** ACP recognizes the support of sponsors in a manner clearly distinguishable from scientific or clinical content, and discloses sufficient detail to enable others to reach independent conclusions about potential conflicts of interest.
- **Alignment.** ACP accepts sponsorship and grants only for activities that are consistent with its Mission.
- **Balance and Reliance.** ACP favors multiple and varied sponsors and takes steps to obtain sponsorship or grants for single activities from more than one entity. ACP monitors the amount of funding from sponsors to assure it is not overly reliant on support from external entities.
- **Content/Advertising Distinction.** Advertising in ACP products, publications, and digital properties is easily distinguishable from editorial content. At live meetings advertising and exhibits are separate and clearly distinguishable from ACP-endorsed scientific or clinical content.
- 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:
 - Reference material should be published or in press.
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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.

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.

Digital Advertising Guidelines

- Advertising on article pages is not sold against a particular article's content and is not positioned on any page where CME/MOC is offered. Specific advertisements may not be sold to be intentionally juxtaposed with or appear in line with or adjacent to a particular article on the same topic. Because digital advertisements rotate in various positions, adjacency may occur coincidentally or at random.
- Specialty or topic-specific advertising can be accepted for online article collections and for associated e-alerts. Multiple ad positions on each page are available, and advertising is always solicited from more than one organization.
- Advertising must not resemble editorial material, content, or format. Digital advertisements must be readily distinguishable from editorial content and the word

"Advertisement" must be displayed. Digital advertisements may link off-site to a commercial or other Web site; however, Web sites shall not prevent the viewer from returning to the ACP Web site or other previ-

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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.
- 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.

Advertising Billing 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 *AI* are placed at form breaks. Inserts in *A* and *A* are placed in the center spread only and tip-ins are placed at form breaks. *AI* 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.