

# American College of Rheumatology Advertising Policy

## Principles governing advertising in publications of the American College of Rheumatology

These principles are applied by the American College of Rheumatology (ACR) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in ACR's publications.

To maintain the integrity of ACR publications, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. ACR's advertising sales representatives have no prior knowledge of specific editorial content before it is published. Placement of print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. ACR makes reasonable attempts to separate digital advertisements from related editorial content in the online versions of the publications.

The ideas and opinions expressed in the advertisements do not necessarily reflect those of the ACR. The mention of an external entity's product, service, or therapy in ACR publications or in any advertisement in ACR publications should not be construed as an endorsement. It is the responsibility of the treating physician or other health care provider, relying on independent experience and knowledge of the patient, to determine drug dosages and the best treatment for the patient. Readers are advised to check the appropriate medical literature and the product information currently provided by the manufacturer of each drug to be administered to verify approved uses, the dosage, method, and duration of administration, or contraindications. Readers are also encouraged to contact the manufacturer with questions about the features or limitations of any products. ACR assumes no responsibility for any injury or damage to persons or property arising out of or related to any use of the products advertised in ACR publications or to any errors or omissions.

## ACR's Role and General Eligibility Requirements for Print and Digital Advertising

- 1. ACR's Discretion to Accept or Decline Advertising:** The Committee on Journal Publications (CJP) and Committee on Communications and Marketing (CMC), at their sole discretion, reserve the right to accept or reject any submitted advertisement or to discontinue publication of any previously accepted advertisement.
- 2. ACR Publications That Accept Ads:** *Arthritis & Rheumatology (A&R)*, *Arthritis Care & Research (AC&R)*, *The Rheumatologist (TR)*, and *Daily News (DN)* accept ads. Print editions accept display ads. Digital advertising may be placed on the publication Web sites as determined by the CJP and/or CMC (additional guidelines for digital advertising are contained in a separate section below). *A&R* and *AC&R* accept classified ads, which are published in the classified section. Both line and display advertisements are available in this section.
- 3. Schedule:** New proposed advertisements must be submitted 15 days before the closing date for review by the CJP, CMC, and/or their designee to ensure compliance with ACR advertising

policies. Any previously approved ad that has been changed must be submitted for review in its most current form 10 working days prior to the closing date.

**4. Changes to Guidelines:** ACR may change these advertising policies at any time, but an advertisement whose closing date is before the policy change is published will not be subject to the new policy.

**5. Rates:** Advertising rates are provided in the each publication's Advertising Rate Card, and are subject to change at any time.

## **Eligible Advertisements**

**1. Health Care Products or Services Referenced in Advertising:** Products or services eligible for advertising shall be commercially available for, germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, (c) practice management, or (d) health care delivery. Institutional advertising germane to the practice of medicine and public service messages of interest to health care providers may be considered eligible for appearance in ACR publications.

**2. Non-Health Care Advertising:** In addition to health care products and services as described in no. 1 above, other products and services that are offered by responsible advertisers and that are of interest to physicians, other health professionals, and consumers are also eligible for advertising and will be considered by the CJP, CMC, and/or their designee on a case-by-case basis.

**3. Equipment, Instruments, and Devices:** The CJP and/or CMC will determine the eligibility of advertising for equipment, instruments, and devices intended for preventive, diagnostic, or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. These data may be either published or unpublished. Samples of equipment, instruments, or devices should not be submitted.

**4. Books:** The CJP or CMC may request a copy of the book for review to determine its eligibility to be advertised. Books provided for this purpose will not be returned.

**5. CME Programs:** Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the ACCME.

**6. Calls for Patients to Participate in Clinical Trials or Clinical-Trial Matching Services:** Advertisements containing such calls will be considered for eligibility if they meet the requirements stated in this paragraph; academic institution trials are preferred. Acceptance of an advertisement does not indicate approval of the call for patients; the advertiser is responsible for securing any necessary institutional review board (IRB) approval. The party submitting the advertisement request must provide the corresponding IRB approval letter under which the trial was conducted as well as documentation of registration of the trial at the US Food and Drug Administration's [clinicaltrials.gov](http://clinicaltrials.gov) and/or with European regulatory agencies. Registration must have occurred prior to initiation of the trial, and trial registration numbers must be provided in the published version of the advertisement.

**7. Ineligible Advertising:** Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements for dietary supplements and vitamin preparations are

not eligible unless the US Food and Drug Administration and/or European Medicines Agency has approved the claim(s) as to the safety and efficacy of the product for a disease state, or the agent is recommended in the disease treatment guidelines approved, endorsed, or collaborated on by the ACR or European League Against Rheumatism.

**8. Classified Advertising:** The primary purpose of ACR's classified advertising is to provide information related to physician and other health care-related placement opportunities ("help wanted" ads). *A&R* and *AC&R* also will accept for placement in the classified section ads for residency positions, fellowship programs, and grants.

**9. Miscellaneous Products and Services:** Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in ACR periodicals and are not inconsistent with ACR's mission.

## Content of Advertisements

**1. FDA and Other Regulatory Requirements:** All advertisements for pharmaceuticals, drugs, devices, and other regulated health care products must meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. Adherence to FDA and other legal requirements concerning the content of drug advertising is the manufacturer's responsibility. ACR's acceptance of an advertisement is not an indication that the advertisement is legally compliant. ACR may require an advertiser to furnish a certification of legal compliance. The publications will allow external entities to run "corporate" or "teaser" ads prior to a product's official FDA and/or EMEA approval. Such advertisements may not mention specific product names.

**2. Advertising Message:** An advertisement for a commercial product is the advertiser's message and should not be considered a reader's sole source of information regarding the product. All promotional claims must have complete citations of information to allow readers to critically evaluate the documentation.

**3. Statistical or Research Claims:** Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references to content published in recognized scientific journals. Articles accepted for publication but not yet published may also be cited, but the name and issue date of the publishing journal must be furnished. Statements based on material approved by the FDA and/or EMEA for the package insert are acceptable. Documentation based on scientific exhibits or personal communications are not acceptable.

**4. Advertiser and Product Identified:** The advertisement should clearly identify the advertiser of the product or service offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this guideline are the "confidential reply box" option made available to classified advertisers of health care provider placement opportunities and the "corporate" type of advertisement mentioned in no. 1 immediately above, which may not state the name of a specific product until it receives FDA approval, but must provide the name of the advertising company.

**5. Price Comparisons:** All price-comparison advertising must meet the following guidelines:  
a. The source of all prices quoted must be identified within the advertisement, and substantiation must be available to the ACR and readers upon request.

- b. If a price comparison is based on the advertiser's own research, that research must be available to the ACR and readers upon request.
- c. For pharmaceutical products, in the absence of standard retail price comparison data, the manufacturer's suggested price may be used if so identified.
- d. For over-the-counter products, price comparisons must be based on manufacturer's suggested retail or resale price if so identified.

**6. Free Items and Contests:** Advertisements may not include offers for free merchandise or contests.

**7. ACR Name and Marks:** Use of a name, logo, trademark, or service mark of ACR or its affiliates, except in reference citations, is not permitted without the express, written permission of the appropriate ACR representative. Any reference to the ACR or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the ACR's prior written approval in each instance.

**8. Unacceptable Ads:** This class of advertisements includes those that contain unfair comparisons or unwarranted disparagement of a competitor's products or services; deceptive or misleading claims; offensive language or art; attacks or derogations of a personal, racial, sexual, or religious nature; or are demeaning or discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, sexual orientation, physical appearance, or disability.

**9. Advertorials:** Advertorials in either print or digital form are not accepted.

## **Layout of Advertisements**

**1. Ad Placement:** Advertisements will not be placed adjacent to any editorial matter that discusses the product being advertised, nor adjacent to any article reporting research on the advertised product. Advertisements in *A&R* and *AC&R* may not be placed within an article, but rather appear at the front and back of issues and in wells between articles. Premium positions are available at extra cost to the advertiser.

**2. Separate from Editorial Content:** Layout, artwork, and format shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the publication. The label "Paid Advertisement" may be required.

**3. Competitive Products:** The publisher will make every effort to separate ads for competing products.

**4. Special Features:** Special formats that have been approved for print advertising are belly bands, tip-ons, and outserts. No more than two of these may appear in any given issue. Other special formats will be considered on a case-by-case basis by the appropriate ACR representative, and must be submitted within the schedule specified above.

## Payment

1. **No Additional Conditions:** The ACR will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in these advertising policies.
2. **Incidental Damages:** The ACR is not responsible for incidental or consequential damage for errors in displaying an ad.

## Additional Guidelines for Digital Advertising

1. **Ad Types:** Digital advertisements may appear as skyscrapers and fixed banners or as rotating advertisements for *A&R*, *AC&R*, and *TR*. Print advertisements in *DN* may also appear in the digital edition; in addition, digital advertisements in the mobile edition of *DN* will appear as fixed banners. Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition (as defined in no. 3 below) will not occur as screen content changes.
2. **Ad Placement:** ACR makes reasonable efforts to avoid placing digital advertisement so that they are juxtaposed with, in line with, linked to, or adjacent to editorial content on the same topic as the advertisement.
3. **Links Off-Site:** Advertisements may link off-site to a commercial Web site, provided that viewers are clearly informed that they are viewing an advertisement. ACR may require that a disclaimer about the off-site Web site be included. Advertiser Web sites may not frame the periodical's Web site content without express permission, shall not prevent the viewer from returning to the periodical's Web sites or other previously viewed screens, and may not redirect the viewer to a Web site the viewer did not intend to visit. ACR reserves the right to disallow or remove links to other Web sites. The Web site URL to which the advertisement links must be provided to ACR for review and prior approval and must adhere to the following requirements:
  - a. The name of the commercial entity supporting the Web site must be clearly displayed.
  - b. No registration of personal information (including DEA) may be required before reaching the Web site.
4. **Expanded Ad Units:** For advertisements that display additional content on a larger space than the advertisement itself (i.e., Point Roll or other expandable ad units), the additional content must display only when the user clicks the ad or ACR deems the roll-over delay to be an acceptable speed (two seconds being the current standard, subject to change at ACR's discretion). ACR reserves the right to approve the size and content of expanded ads.
5. **Mobile Editions:** The provisions stated in this document will be applicable to mobile editions of *A&R*, *AC&R*, which are currently in development and *TR* which is available.

## E-Mail Alert Advertisement Requirements

E-mail alerts related to ACR publications may have text or HTML advertisements embedded in the e-mail (top, bottom, and/or skyscraper). The word "Advertisement" must appear above the advertisement.

## **Confidentiality**

The ACR does not release personally identifiable data on its subscribers or on the users of its Web sites or e-mail service to advertisers. Digital advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was accessed.

## **Contact**

Advertising rates and terms vary among ACR publications. For more information about advertising in one of the following publications, please contact:

<i>A&amp;R, AC&amp;R:</i>	Pharmaceutical Media, Inc.
<i>TR:</i>	Pharmaceutical Media, Inc.
<i>DN:</i>	TriStar Publishing

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