

## ***The Rheumatologist: Advertising Policies***

The following policies encompass both *The Rheumatologist* (TR) print publication as well as its associated digital properties unless otherwise stated. “TR” shall refer to the magazine in its printed form. “Digital properties” encompass the following related products: *eNewsRheum*, *ACR@Work*, TR electronic tables of contents (eTOCs), and the online version of TR (i.e., the-rheumatologist.org).

### **General Guidelines**

- The American College of Rheumatology (ACR) is an independent professional, medical and scientific society which does not guarantee, warrant, or endorse any commercial product or service. Neither sponsors nor advertisers are offered opportunities to develop or contribute to ACR content.
- The ACR 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. In the event that an ad may be interpreted as editorial, the word “Advertisement” should be displayed prominently at the top of the ad.
- Advertising shall not be intentionally placed or targeted to appear adjacent to editorial content that is relevant to the product or company of said advertisement.
- The ACR will make every reasonable attempt to print, publish, or circulate any accepted ad. For any ads that are not placed for reasons outside the ACR’s control, the ACR will try to place such ad(s) in subsequent issues of TR and digital properties.
- 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

### **Guidelines for Digital Properties**

- Advertising in digital properties is not sold against particular content. Because digital advertisements rotate in various positions, adjacency may occur coincidentally or at random.
- Digital advertisements may link off-site to a commercial or other website; however, websites shall not prevent the viewer from returning to the-rheumatologist.org or other previously viewed screens and shall not redirect the viewer to a website the viewer did not intend to visit. ACR reserves the right to remove links and not link to other websites.

### **Rights Reserved by ACR**

- To reject or cancel any ad at any time. All advertising will be reviewed and approved by the Publisher
- To change the advertising policies for TR and its digital properties at any time
- To decline advertising requests that may conflict with the mission of ACR, are inconsistent with ACR policy, may reflect poorly upon ACR, or may damage medical professionalism
- To seek the opinions of consultants in determining the eligibility of products and suitability of claims
- To require submission of scientific documentation that supports the medical use of any product represented by a submitted ad

- 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 any external changes or developments in medicine and industry
- To request a change in position for an ad if the ad will be adjacent to related editorial material

### **Acceptable Advertising for Products and Services**

Advertising will be accepted in TR and its digital properties 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
- Products related to the acquisition of medical information
- Medical services and physician support services
- Medical positions offered and sought
- Any ACR-approved product, program, or service

### **Acceptable Advertising Products**

The following products are considered acceptable for publication in TR and its digital properties, upon approval of each specific advertisement by the Publisher and ACR:

- Print advertisements (TR).
- Digital advertisements (digital properties).
- Supplements/Advertorials: These must include articles of sufficient number and quality to constitute a body of important information that is current and related to the educational mission and scope of TR. Supplements must cover a topic of importance to TR readers and be related to the educational mission and scope of the publication. Supplements must adhere to these guidelines:
  - Include conspicuous labeling that the piece is an Advertisement (the word must appear on the top of each page);
  - Utilize a color palette that does NOT resemble TR;
  - Displays advertiser brand/logo identification on the front cover at the bottom (and also at the end of the supplement); and
  - Must be 8.5" X 10.875" in size (no larger, so as not to obscure the cover of TR) or 8.5" x 5.54375 if the ride-along is folded in half.
- Cover tips/tip-ons
- Belly bands
- Advertorial Disease Awareness campaigns
- Clinical Trial advertising
- Outserts: When a client uses TR as a vehicle for publishing its supplied print or digital products.
- TR Print or Online Article Collection: Features a selected group of previously published articles from TR dedicated to a topic (e.g., dermatomyositis, polymyositis, etc.) with the addition of one new summary article contributed by the TR editors. The sponsor would receive an acknowledgement on

the cover (“Sponsored by”), as well as an advertisement in the print issue. The print article collection would then mail polybagged with the publication, and the online version would be hosted on a microsite

### **Unacceptable Advertising**

- Ads for tobacco or alcohol products
- 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
- Ads for unproven nonprescription remedies