

# Florida Academy of Family Physicians (FAFP)

## Advertising Policies and Principles

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The Florida Academy of Family Physicians (FAFP) accepts advertising in its publications and web site including (but not limited to) journals, web sites, banners, meeting publications, online newsletters, and sponsorships. Advertising revenue is used to support the activities of the FAFP.

The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content. Members and patients count on the FAFP to be an authoritative, independent voice in the world of science and medicine. Public confidence in our objectivity is critical to carrying out our mission.

The FAFP adheres to the code set forth by the Council of Medical Specialty Societies (CMSS) Code for Interactions With Companies, Standards for Advertising (Section 9.1) which states:

“Advertising in all Society publications should be easily distinguishable from editorial content (e.g., through labels and color-coding). Advertising should not be designed to look like scientific articles. In Society Journals, the placement of Advertising adjacent to articles or editorial content discussing the Company or product that is the subject of the ad should be prohibited. Advertising in Society Journals should be subject to review by the Editor-in-Chief and overseen by the Society. Society Journals and other Society publications that publish Advertising for CME activities or provide activities through which readers can earn CME credits should also comply with ACCME requirements for Advertising set out in the Standards for Commercial Support.”

The FAFP has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members, the publication/web site or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by the editor and others at the FAFP. In no case shall separate agreements with the FAFP or its subsidiaries supersede this policy.

Advertising for the following categories is prohibited:

- Alcohol
- Tobacco
- Weapons, firearms, ammunition
- Fireworks
- Gambling and lottery
- Pornography or related themes
- Political and religious advertisements
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at children

Advertisements new to FAFP may require pre-approval before they can appear. Refer to the individual publication ad policies or call your advertising representative for more information.

Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.

Ads for products not approved by the FDA that make any kind of health claims must carry the following disclaimer: “These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.”

While the FAFP welcomes and encourages information-rich advertising, advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content and may require special labeling to distinguish them as such.

In FAFP professional (physician-directed) publications and web sites, the intentional placement of advertising adjacent to articles discussing the company or product that is the subject of the ad is prohibited.

Advertisements may not imply endorsement by the FAFP or its publications/web sites except as may be provided for under a separate agreement—in which case advertising must be pre-approved to ensure adherence to the letter and spirit of that separate agreement.

The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

The following online advertising policy is as follows:

- Advertisements new to the FAFP Web sites require FAFP approval before they can appear on the site. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the Web site of any landing page must be clearly identified on that page.
- Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content. In addition, FAFP Web pages are designed to label all advertisements with the word “advertisement.”
- Advertisers may be required to submit supporting documentation to substantiate claims.
- The FAFP does not allow targeted placement of advertising adjacent to editorial content of similar nature. Advertisements are placed at random and do not appear adjacent to relevant editorial except by chance.
- Advertisements may not imply endorsement by the FAFP or its journals, unless otherwise noted under separate agreement.
- Neither advertisers nor their agents may collect any personal information from any user viewing the FAFP Web site except with the user’s knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user’s knowledge and permission.
- The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.

The following online advertising formats are prohibited:

- Pop-ups and floating ads.
- Advertisements that collect personally identifiable information from visitors without their knowledge or permission.

- Ads that extend across or down the page without the visitor having clicked or rolled-over the ad.
- Ads that send visitors to another site without the visitor having clicked the ad.

FAFP's published advertising policies are subject to change at any time without notice.

Additional policies specific to individual FAFP publications and web sites may also apply; please additionally refer to those advertising policies for more details.

- [FAFP Journal Advertising \(Rate Card\)](#)
- [FAFP Online Newsletter](#)
- [Exhibitor Sponsorship](#)

Please contact FAFP for additional policies that may be in effect for any publications not listed above.

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