

Advertising Manual

APPENDIX A: Advertising Guidelines

The American Psychiatric Association publishes *The American Journal of Psychiatry*, *Psychiatric Services*, and *Psychiatric News* for the education and information of its members and others in the medical and mental health professions. American Psychiatric Association Publishing publishes *The Journal of Neuropsychiatry and the Clinical Neurosciences* for the American Neuropsychiatric Association. This advertising policy applies to all four publications.

FOCUS: The Journal of Lifelong Learning in Psychiatry is also published by APA Publishing but does not accept third-party commercial advertising.

The editorial policies of the publications vary, but the intention of all is educational. To that end, the Association requires that all advertising in its publications be factually accurate, appropriate, in good taste, aimed at contributing to the advancement of the profession of psychiatry, and in compliance with FDA regulations.

Although the Managing Editors of the APA's periodicals collaborate in reviewing proposed advertisements, the Editor of the periodical in which an advertisement is to appear is ultimately responsible for determining whether the advertisement meets the APA's criteria for acceptance. In doing so, the Editor is guided by the following principles and guidelines.

Advertising Principles and Guidelines

- Advertisers have no control over editorial decisions or advertising policies.
- Display advertisements must clearly identify the advertiser and the product or service being advertised. Pharmaceutical advertisements must conform to all federal regulations and policies of the Food and Drug Administration in every respect. Products intended for human use or consumption that do not come under the jurisdiction of the FDA must be safe and effective in their intended use and proof of safety and effectiveness must be provided by the advertiser upon request.
- Products and services and their indicated uses must conform to principles of acceptable medical practice and of medical ethics.
- Quotations and excerpts from published papers are acceptable if they do not distort the meaning intended by the author and conform to applicable federal regulations and the "Fair Use" doctrine.
- Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service, and the Editor's belief that an advertiser has not complied shall be sufficient grounds for rejection of an advertisement.
- The disorder or symptom for which a drug or other product is being recommended must be prominently stated within the advertisement, except in "reminder" advertisements, as provided in FDA regulations. Advertisements will not be accepted that suggest in any way the use of a medication or other substance for the relief of tensions or problems of everyday life rather than for the relief of symptoms of illness.
- No advertisement will be accepted that in the sole opinion of the Editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive; that appears to contribute to the stigma of mental or emotional illnesses or patients with them, or the publication of which is not in the best interest of the APA.
- The Editor may require that a sample or copy of any advertised product (other than pharmaceuticals) or a full description of any advertised service be submitted for review prior to the determination of the acceptability of an advertisement.
- The Editor may require than an advertiser offer proof of the efficacy or reliability of any products, devices, instruments, tests, and related technology or equipment, and no advertisement for such product will be accepted for which, in the sole opinion of the Editor, proof of efficacy or reliability cannot be demonstrated.
- Advertisements for employment must conform to all applicable Federal laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap, or country of medical education. In addition, the APA prohibits discrimination in advertisements on account of lawful political affiliation, partial status, handicap, sexual orientation, and country of training.

Advertising Guidelines, *continued*

- The APA may from time to time promulgate requirements for advertisements relating to internal Association issues such as elections and referenda, and those requirements shall have the same force and effect as the policies outlined here.
- Acceptance of advertising by the APA does not in any way constitute endorsement or approval by the Association of the advertised service or product, and advertisers may not make such claims in any way.

Implementation of Guidelines

1. The advertiser is responsible for the timely submission of proposed advertisements that will permit a review of the advertisement by the Editors prior to publication.
2. Proposed advertisements are normally reviewed for acceptability by the Managing Editors of each periodical, a process that may require one week. The Managing Editors collaborate in those reviews and will ordinarily speak as a group in the acceptance, rejection, or modifications of an advertisement. However, final authority for acceptance or rejection of an advertisement rests with the Editor of the periodical in which the advertisement is to appear. The Editor may accept, reject or require that changes be made in any advertisement.
3. At the Editor's sole discretion, an advertisement in which the Editor requires changes to be made may be published in its original form until the change is made, provided that the advertiser agrees to the speedy revision of the advertisement.
4. The Editor may refer an advertisement to the APA Committee on Advertising for its opinion. The committee's recommendations are advisory, and no advertiser enjoys any right to such a referral. Advertisers may not appeal a decision of the Editor regarding an advertisement to the committee.

Guidelines for Online Advertising

American Psychiatric Association Publishing (here after referred to as "the Publisher") accepts advertising and sponsorship for its website and alerts. All advertising for this platform must be in compliance with the policies set forth for print advertising, with the following addenda:

- All advertisements are subject to the approval of the Publisher, which reserves the right to reject or cancel any advertisement at any time.
- Online 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 clicked on.
- Advertiser-directed placement of digital advertising adjacent to editorial content on the same topic is prohibited. Advertising on topics similar to the article may appear randomly.
- Advertisements on the Publisher's journal websites may link to a commercial website, provided that viewers are clearly informed by the advertiser that they are proceeding to a page commercial in nature and not affiliated with the publication. The option for viewing an advertisement must remain with the website viewer, who can choose to click or not click on the advertisement. Advertiser links to other websites cannot prevent a user from easily returning to the Publisher's website.
- For advertisements that contain hyperlinks, content review by the Publisher must be included in the landing page(s). The landing page must clearly display the company sponsoring the site. No registration of personal information is permitted in order for a site visitor to be taken to the landing page.
- The Publisher reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted as well as decline any link to or from the website that is unacceptable.
- The Publisher reserves the right to change these policies without notice.