AAPA Advertising Guidelines

Introduction – These are standards and policies for the acceptance and placement of advertising in AAPA electronic publications, communications, and website.   
 **General Advertising Guidelines:**   
All advertisements are subject to approval of AAPA, which reserves the right to reject or cancel any advertisement at any time.   
The appearance of advertising on all AAPA sites is neither a guarantee nor an endorsement by the publisher, society or editorial partner of the product, service, company or claims made in such advertising.   
Advertising that appears on AAPA website, social media and eNewsletters will be clearly distinguishable from editorial content.   
  
Any advertorial content will say “Sponsored” at the top and bottom of the page and on the social media posts.   
All advertisements are accepted and published by AAPA on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.   
In consideration of posting of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless AAPA, its officers, agents and employees against expenses (including legal fees) and losses resulting from the posting of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.   
Products or service accepted for advertising shall further AAPA’s mission and resonate with the PA audience.   
  
Research materials and/or other documents and data supporting the statements made in the advertisement may be required for review prior to acceptance of advertising.   
  
AAPA shall not be liable for any failure to publish any advertisement accepted; however, AAPA shall use its reasonable efforts to place such advertisement in subsequent available space.   
All advertisements must clearly and prominently identify the advertiser by trademark or signature.   
Any reference to AAPA or its products or services in advertisements, promotional material or merchandising by the advertiser or the agency is subject to AAPA’s prior written approval for each such use.   
If advertiser fails to meet content deadlines, AAPA cannot guarantee placement or promotion of the agreed upon opportunity.   
  
AAPA reserves the right to edit all content with regard to AAPA style, tone, and audience.

AAPA retains final editing authority over all content. Advertisers are responsible for monitoring comments for your own purposes on social media promotion. AAPA will not turn off comments on social media promotions. AAPA retains the right to refuse images if we determine they are unsuitable for our website or social media channels. AAPA is not responsible for any damages, including but limited to, actual, direct, incidental, or consequential damages for errors in displaying content.   
  
All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, sexual orientation, age, race, religion, marital status or physical handicap will not be accepted. Non-U.S. recruitment advertisers are required to confirm in writing that they are equal opportunity employers.   
  
Advertisements for pharmaceutical products (including New Drug Application, or NDA, products) that are subject to U.S. Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.   
  
In the event of nonpayment, AAPA reserves the right to hold the advertiser and/or its advertising agency liable for such monies as are due and payable to AAPA.  
  
**Accepted Advertising**   
AAPA will accept website e-newsletter ads from the following:   
FDA-approved pharmaceutical and medical device products (advertising for products that are not FDAapproved will be accepted on a case-by-case basis)   
Certified laboratories (e.g., CLIA, CAP) and makers of lab kits and tests for office use   
Medical equipment companies   
Practice management products, including makers of electronic health records, billing and coding services, furniture, uniforms, etc Publishers of medical and scientific content and other relevant content (ads for individual publications will be considered on a case-by-case basis)   
Graduate medical education or other healthcare training   
Opportunities and research training opportunities   
Continuing medical education offerings   
Classified ads AAPA may consider other businesses or services; however, as with all other advertisers listed above, AAPA editors have the right to refuse any advertisement that in the sole opinion of the editor is inaccurate, in bad taste, fraudulent, misleading or deceptive, or the publication of which is not in the best interest of AAPA.   
  
**Advertising Restrictions**   
AAPA’s advertising restrictions include the following:   
Companies owned by tobacco companies, their parent company or subsidiaries (parent and subsidiaries are defined as an entity in which there is a 5 percent or greater ownership by, or of, a tobacco company).   
Companies that make alcoholic beverages Food products and dietary supplements not regulated by the FDA.   
Advertising that conveys sexual orientation, ethnic, religious, gender, or age bias or prejudice Advertising that resembles editorial material in content and format   
Advertising that promotes trainings, webinars, events (live or virtual) that take place during AAPA’s scheduled conferences that are outlined on AAPA’s event website.   
Advertisements disparaging a competitor’s product or service AAPA editors have the right to refuse any advertisement that in the sole opinion of the editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive, or the publication of which is not in the best interest of AAPA.  
**Disclaimer**   
The appearance of an advertisement in an AAPA publication or on its websites is neither an AAPA guarantee nor an endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in AAPA publications and on its websites. Companies may not refer to an appearance of an advertisement for their product in an AAPA publication or website as an AAPA endorsement.  
  
**Digital Advertising**   
Digital advertising may be placed in AAPA digital publications and websites and will meet the following requirements and AAPA standards: Digital ads must be readily distinguishable from editorial content Digital advertisements may appear as fixed or rotating advertisements Digital advertisements may not be juxtaposed with, appear in line with, or appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic. Digital ads that are fixed in relation to the viewer’s screen or that rotate must be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.   
  
Ads may link off-site to a commercial website, provided that viewers are clearly informed that they are being taken to another website and that viewers are not prevented from returning to the AAPA website or other previously viewed screens.   
  
AAPA reserves the right to not link to or to remove links to other websites. AAPA 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.   
  
Any use of publication trademarks or copyrighted materials for links to and from the website must be approved, in advance, by AAPA. Any such unauthorized linking is prohibited. AAPA does not endorse or support any product or organization linked to the journal’s website, nor is the publisher responsible for the content of any website promoted in an advertisement published in the journal.   
  
Online advertisers may receive reports that show aggregated data about response to the advertisements, including, but not limited to, the number of ad impressions and the number of times an advertisement was clicked.   
  
Advertisers have no control or influence over the results of searches a user may conduct on AAPA’s website. Search results are based solely on the functionality available through our search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).