

Advertising Policy: Journal of Science & Law

Principles Governing Advertising in Journal of Science & Law

These principles are applied by the Journal of Science & Law (JSciLaw) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising.

To maintain the integrity of the journal, 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. Placement of print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. JSciLaw requires that reasonable attempts be made to separate digital advertisements from related editorial content.

The ideas and opinions expressed in the advertisements do not necessarily reflect those of JSciLaw. The mention of an external entity's product, service, or therapy in JSciLaw, or in any advertisement should not be construed as an endorsement. Readers are advised to check with their medical care team about any medical treatment. Readers are also encouraged to contact the manufacturer with questions about the features or limitations of any products. JSciLaw 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 the journal or to any errors or omissions.

JSciLaw's Role and General Eligibility Requirements for Print and Digital Advertising

- 1. JSciLaw's Discretion to Accept or Decline Advertising:** The Journal of Science & Law, at its sole discretion, reserves the right to accept or reject any submitted advertisement or to discontinue publication of any previously accepted advertisement.
- 2. Journals That Accept Ads:** The Journal of Science & Law may accept ads. Digital advertising may be placed on the publication website.
- 3. Schedule:** New proposed advertisements must be submitted at least 15 days before the closing date for review to ensure compliance with JSciLaw's advertising policies. Any previously approved ad that has been changed must be submitted for review in its most current form at least 10 working days prior to the closing date.

4. **Changes to Guidelines:** JSciLaw 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 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 JSciLaw.

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 scientists, and consumers are also potentially eligible for advertising.

3. **Equipment, Instruments, and Devices:** JSciLaw 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:** JSciLaw 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 or ABA.

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

8. 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, 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. JSciLaw's acceptance of an advertisement is not an indication that the advertisement is legally compliant. JSciLaw may require an advertiser to furnish a certification of legal compliance.

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.

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 JSciLaw and readers upon request.
- b. If a price comparison is based on the advertiser's own research, that research must be available to JSciLaw and readers upon request.

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

7. **JSciLaw Name and Marks:** Use of a name, logo, trademark, or service mark of JSciLaw or its affiliates, except in reference citations, is not permitted without the express, written permission of the appropriate JSciLaw representative. Any reference to the JSciLaw or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the JSciLaw'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 in *JSciLaw* 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. 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 journal. The label "Paid Advertisement" may be required.

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

Payment

1. **No Additional Conditions:** JSciLaw 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:** JSciLaw 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. 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:** JSciLaw requires that reasonable efforts be made to avoid placing digital advertisements 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 website, provided that viewers are clearly informed that they are viewing an advertisement. JSciLaw may require that a disclaimer about the off-site website be included. Advertiser websites may not frame the journal's website content without express permission, shall not prevent the viewer from returning to the journal's website or other previously viewed screens, and may not redirect the viewer to a website the viewer did not intend to visit. JSciLaw reserves the right to disallow or remove links to other websites. The website URL to which the advertisement links must be provided to JSciLaw for review and prior approval and must adhere to the following requirements:

- a. The name of the commercial entity supporting the website must be clearly displayed.
- b. No registration of personal information (including DEA) may be required before reaching the website.

4. **Mobile Editions:** The provisions stated in this document will be applicable to mobile editions of *JSciLaw*.

E-Mail Alert Advertisement Requirements

E-mail alerts related to ACR journals 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

JSciLaw does not release personally identifiable data on its subscribers or on the users of its website or e-mail service to advertisers.

Contact

For more information about advertising in JSciLaw, please contact sean@jscilaw.org