

## American Psychiatric Publishing Advertising Policy

This advertising policy applies to the periodicals published by American Psychiatric Publishing (APPI), A Division of American Psychiatric Association: *The American Journal of Psychiatry*, *Psychiatric Services*, *Psychiatric News*, *Academic Psychiatry*, *The Journal of Neuropsychiatry* and the *Clinical Neurosciences*, and *FOCUS: The Journal of Lifelong Learning in Psychiatry*.

### Advertising Principles and Guidelines

- All advertisements are subject to editorial approval. The Editor reserves the right to reject or cancel an ad at any time. 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 authors 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 American Psychiatric Association (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 that 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, marital status, handicap, sexual orientation, and country of training.
- Employment and classified ads must clearly identify the advertiser and the employer or place of employment.
- The APA may from time to time promulgate requirements for advertisements relating to internal Association issues such as elections, referenda, and political issues, 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 or imply such claims in any way.
- The publisher reserves the right to change these policies without notice.

## 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 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.

## Guidelines for Online Advertising

American Psychiatric Publishing accepts advertising and sponsorship for [www.psychiatryonline.org](http://www.psychiatryonline.org), *Psychiatric News Update*, and e-mail alerts. All advertising for these platforms must be in compliance with the policies set forth for print advertising, with the following addendum:

- Advertisements on [www.psychiatryonline.org](http://www.psychiatryonline.org) must link to landing page that clearly displays the company sponsoring the site. Advertisements and landing pages are subject to editorial approval. APP does not endorse or support any product or organization linked to its website.
- The option for opening an advertisement must remain with the website viewer, who can choose to click or not click on the advertisement. Interstitial and expandable ads must provide the user with an option to close the advertisement. Advertiser links to other websites must not prevent a user from easily returning to [www.psychiatryonline.org](http://www.psychiatryonline.org).