



## **Advertising Policy**

The Wisconsin Academy of Family Physicians (WAFP) accepts advertising in certain of its publications including (but not limited to) its newsletter, website and mobile app. Advertising revenue is used to support the activities of the WAFP.

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 WAFP 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 WAFP 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.”

## **Advertising Acceptance**

1. Staff will vet advertising proposals based on these guidelines and make a recommendation to the Executive Committee on whether to accept the proposals or not. The Executive Committee has final decision-making authority on all advertising proposals.
  2. The WAFP 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, and to stop accepting any advertisement previously accepted. Ads are subject to review by the editor and others at the WAFP. In no case shall separate agreements with the WAFP or its subsidiaries supersede this policy.
2. Advertising for the following categories is prohibited:
- Alcohol
  - Tobacco
  - Weapons, firearms, ammunition
  - Fireworks

- Gambling and lottery
- Pornography or related themes
- Religious advertisements
- Political advertisements
- Advertisements that claim to have a “miracle” cure or method
- Advertisements that make unsubstantiated health claims for the products advertised
- Advertisements directed at minors

3. Advertisements new to WAFP may require pre-approval before they can appear.

4. 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.

5. 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.”

6. While the WAFP 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.

7. In WAFP 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.

8. Advertisements may not imply endorsement by the WAFP 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.

9. 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.

10. 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.

11. Ads must adhere to WAFP’s parameters which vary by the publication selected. Advertising rates and parameters will be provided to potential advertisers at time of inquiry.

WAFP’s published advertising policies are not exhaustive and are subject to change at any time without notice.

**Policy approved by the Board of Directors 4/13/2024**