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In keeping with its avowed purposes, the Association will do all it reasonably can to insure the accuracy, comprehensiveness, timeliness, and relevancy of the advertising content of these publications. The evaluation of advertising copy will be based on the consideration of available data concerning the product or service. It will not be based on tests conducted by the AMA.

The appearance of advertising in AMA publications should not be construed as a guarantee or endorsement of the product by the Association. The fact that an advertisement for a product, service, or company has appeared in an AMA publication shall not be referred to in collateral advertising without specific, written authorization from the American Medical Association.

As a matter of policy, the AMA will sell advertising space in its publications when (1) the buyer believes purchase of such space represents a sound expenditure, (2) the inclusion of advertising material does not interfere with or seriously detract from the purpose of the publication, and (3) the advertising copy meets the standards established for that publication.

Office of Advertising Evaluation
American Medical Association