

general principles

These general principles are applied by the American Medical Association in determining the eligibility of products and services for advertising in AMA scientific publications—*The Journal of the American Medical Association* and the ten specialty journals. The Association reserves the right to change these principles in the light of developments in medicine or in industry.

ELIGIBILITY FOR ADVERTISING

1. Products or services eligible for advertising shall be germane to, effective in, and useful in the practice of medicine and shall be commercially available.
2. Pharmaceutical products will not be eligible for advertising until a New Drug Application has been approved by the Food and Drug Administration.
3. "Institutional-type" advertising germane to the practice of medicine and "public service" messages of interest to physicians may be considered eligible for appearance in the scientific publications.
4. Alcoholic beverages and tobacco products are not eligible for advertising.
5. The Association may decide that certain products or services are not eligible for advertising in AMA's scientific journals if advertisements for these specific products or services in other media consistently or significantly depart from the standards set forth in the following sections.