

advertising copy

After a product or service has been declared eligible to be advertised in the scientific publications of the AMA, the Office of Advertising Evaluation must approve each advertisement. The AMA's decisions will be guided in all cases by the following principles:

1. The advertisement should clearly identify the advertiser and the product or service being offered. In the case of drug advertisements, the full generic name (including salt and ester designation) of each active ingredient must appear in eight-point type or larger.
2. Advertisements should not be deceptive or misleading. Layout, artwork, and format should be such as to avoid confusion with the editorial content of the publication. The word "advertisement" may be required.
3. Unfair comparisons or unwarranted disparagements of a competitor's products or services will not be allowed.
4. Claims for superiority must be supported by evidence acceptable to the Association. Unsubstantiated superlatives or extravagantly worded copy will not be allowed.
5. Quotations or excerpts from a published paper are acceptable only if they do not distort the meaning intended by the author. Claims made within quotations must conform to the same standards as unquoted claims.
6. Advertisements will not be accepted if they conflict with the principles of medical ethics.