

advertising principles

Each presentation of advertising copy of an eligible product or service must be approved individually by the American Medical Association, which shall make the final decisions regarding the suitability of copy, artwork, and format.

The following principles will be utilized to evaluate advertisements:

- 1) The advertisement must clearly identify the advertiser and the product or service.
- 2) The message, text, and artwork must be in good taste and in harmony with the purpose of the magazine.
- 3) The advertisement should present the positive merits of the product or service and not discredit or disparage those of competitors. Fair comparisons based on substantial evidence are acceptable.
- 4) The advertisement shall be designed to avoid deceiving or misleading the reader in any way.
- 5) The format should be such as to avoid confusion with the editorial content of the magazine.
- 6) Claims made within quotations must conform to the same standards as unquoted claims.