Exhibit E

THE AMA NEWS

ADVERTISING ACCEPTANCE POLICIES

The acceptance of advertising to be carried in The AMA NEWS is governed by the following policies:

A. ELIGIBILITY FOR ADVERTISING

1. Products or services eligible for advertising in The AMA NEWS must be of interest to physicians and their families as consumers.

2. Products or services directly involved in the prevention, diagnosis or treatment of disease or which involve copy claims pertaining to health of people are NOT eligible for advertising in The AMA NEWS.

3. In addition to the above limitations, advertising will be accepted only from responsible business firms which guarantee to stand back of claims made in their advertising copy.

4. Advertisements which offer the reader information concerning investment opportunities must comply with the above standards and, in addition, must avoid reference to a specific security issue.

5. Advertisements for alcoholic beverages and products to be smoked are not acceptable.

B. SUITABILITY OF ADVERTISING COPY

1. The advertisement should clearly identify the advertiser and the product or service being offered.

2. Advertisements should not be deceptive or misleading to physicians or their families.

3. Layout and format should be such as to avoid confusion with editorial or news items.

4. Unfair comparisons or the disparagement of a competitor's goods will not be allowed.

5. Advertisements will not be accepted if they appear to violate the principles of medical ethics, are indecent or offensive in either text or art work, contain attacks of a personal, racial or religious character.

6. Claims made in advertisements for insurance coverage must conform to the above standards and, in addition, must conform to the following specific criteria:

   (a) Claims relating to policy benefits, losses covered, or premiums must be complete and truthful.

   (b) Claims made shall include full disclosure of expectations, reductions and limitations affecting the basic provisions of the policy

   (c) Claims incorporating quoted testimonials must meet the same standards as unquoted claims.

   (d) Each advertisement for insurance must include a statement indicating the number of states in which the company is licensed.