

Dr. ANNIS. All proposed advertising is screened through the filter of the appropriate written principles. If the product is found ineligible, the advertising is rejected. If claims in the proposed ad are questionable, substantiating data are requested and the material is reviewed again in the light of the new information.

Finally, the advertisement is reviewed: for clarity; that it makes no unwarranted comparisons or claims of superiority; and that it does not conflict with the principles of medical ethics.

On the whole, we believe that no publication surpasses our own standards for acceptable advertising. However, it should be remembered that the AMA does not attempt to substitute its principles for the advertising surveillance authority vested in the FDA by Congress. We evaluate prescription drug advertisements to make sure the Journal of the AMA continues to fulfill its scientific purposes and remain acceptable to the profession. In making these decisions, we are aware of the ever-changing world of medical science. As new knowledge becomes available, our judgment factors must change accordingly.

ADVERTISING REVENUE

The third subject I promised to cover logically comes at this point. It is the advertising revenue received by the AMA.

Your correspondence indicated that the committee is interested in the income received by the AMA from pharmaceutical manufacturers who advertise in JAMA. We do not have a breakdown purely for pharmaceutical advertising. However, I can give you figures for total advertising revenues for JAMA and the specialty journals.

I want to preface these figures by making it clear that they represent gross income—not net. To obtain a net figure, it would be necessary to subtract the expenses of producing the journals, including salaries and wages for the staffs; buying the paper; printing; mailing; and other items. I can assure you the costs are substantial.

For the years 1963 through 1968, gross advertising revenues for JAMA ranged from a low in 1963 of \$7,831,000 to a high of \$10,605,000 in 1966. The revenue in 1968 was \$8,643,000. For the specialty journals combined, the gross figure for those years ranged from \$1,413,000 in 1963 to \$2,234,000 in 1968.

(Gross advertising revenues follow:)

GROSS ADVERTISING REVENUES

Year	JAMA	Specialty journals
1963.....	\$7,831,000	\$1,413,000
1964.....	7,968,961	1,563,702
1965.....	9,983,795	1,710,510
1966.....	10,605,625	1,725,695
1967.....	10,546,000	1,978,000
1968.....	8,643,000	2,234,000

Dr. ANNIS. Advertising rates for medical journals are expressed most commonly in cost per page of advertising and the cost per thousand copies of the journal according to its total circulation.

For JAMA, the rate for one black-and-white page rose from \$1,600 in 1963 to \$2,120 in 1967 and 1968. The cost per thousand was \$8.05 in 1963; fell to \$7.89 in 1964; and reached \$9.89 in 1968, having dropped 2 cents from 1967.