

(3) Miscellaneous products and services.—Products or services not in the above classifications may be eligible for advertising provided they are closely related to the practice of internal medicine and can meet all requirements.

*E. Advertising or exhibit copy*

After a product or service has been submitted for advertising in the ANNALS OF INTERNAL MEDICINE, the Advertising Committee makes the final decisions regarding the acceptability of new copy. The Committee's decision in this regard will be guided by the following principles:

(1) Advertisements should not be deceptive or misleading. The layout, art work and format of the advertisement should be such as to avoid confusion with the editorial content of the publication and be in good taste. The Committee reserves the right to reject the format of the advertisement as it would appear in the ANNALS. It is understood this would be at a stage beyond the approval of ordinary advertising copy.

(2) The Committee reserves the right to reject the format of any exhibit.

(3) Advertisements should clearly identify the advertiser and the product being serviced or offered.

(4) Unfair comparisons or offensively forward and unwarranted depreciation of a competitor's products or services will not be permitted.

(5) Advertisements will not be accepted if they appear to conflict with the principles of medical ethics.

(6) Exaggerated or extravagantly worded copy will not be allowed. Any claims for superiority must be supported by evidence acceptable to the Committee.

(7) Excerpts or quotations from published papers are acceptable providing they do not distort the meaning intended by the author. Claims made within quotations must conform to the standards as unquoted claims.

All exhibitors are prohibited from using any of the following tactics for promoting their products at our meetings:

(1) Exhibitors shall not use any gimmicks, door prizes, lucky number drawings, etc.

(2) There shall be no button-holing doctors in the aisles.

(3) High pressure "pitch" of any kind will not be permitted.

(4) All exhibitors must conduct their exhibits, at all times, in a clean and dignified manner and at no time display a side-show atmosphere.

Those exhibitors not abiding by the above regulations while attending the meeting will be immediately expelled.

DEADLINE DATES

*Receipt of material for committee review*

Proposed advertising copy on pharmaceuticals or biologicals not previously advertised in the ANNALS, and NEW advertising copy only, on products already approved for advertising or exhibiting, must be submitted for Committee review at least two weeks before the Closing Date for advertising in the scheduled issue. It is imperative that FIVE COPIES each of currently approved package inserts and proposed advertising be submitted. Indicate whether approved by FDA, AMA, or other publications.

*Closing date*

The Closing Date for insertion orders is the 20th of the second month preceding publication.