

These principles are applied by the American Medical Association in determining the eligibility of products and services for advertising in AMA scientific publications—*The Journal of the American Medical Association* and the ten specialty journals. The Association reserves the right to change these principles in the light of developments in medicine or in industry.

ELIGIBILITY FOR ADVERTISING

1. Products or services eligible for advertising shall be germane to, effective in, and useful in the practice of medicine and shall be commercially available.
2. Pharmaceutical products for which approval of a New Drug Application by the Food and Drug Administration is a prerequisite for marketing will not be eligible for advertising until such approval has been granted.
3. "Institutional-type" advertising germane to the practice of medicine and "public service" messages of interest to physicians may be considered eligible for appearance in the scientific publications.
4. Alcoholic beverages and tobacco products are not eligible for advertising.

ELIGIBILITY REQUIREMENTS

1. Drugs:

(a) Products which are not prohibited from being marketed in the United States by the Federal Food and Drug Administration are eligible for advertising in AMA scientific journals.

(b) Supportive data are required to document the efficiency and safety of drugs not covered by the Food and Drug Act of 1938.

(c) Eligibility of mixtures of drugs not covered by the Food and Drug Act of 1938 depends on the rationality of the combination.

2. Apparatus, Instruments, and Devices—The Office of Advertising Evaluation determines the eligibility of advertising for products intended for preventive, diagnostic, or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished. Samples of apparatus, devices, equipment, or instruments should not be submitted. The AMA reserves the right to decline advertising for any product which is involved in litigation with a governmental agency with respect to claims made in the marketing of the product.

3. Food Products:

(a) General purpose foods such as bread, processed meats, fruits, and vegetables are eligible.

(b) Special purpose foods (e.g., foods for carbohydrate-restricted diets, sodium-restricted diets, and other therapeutic diets) are eligible when their uses are supported by acceptable data.

4. Vitamin Preparations:

(a) Rational mixtures of the vitamins recognized to be essential in human nutrition or metabolism in amounts not differing greatly from the recommended dietary allowances are eligible as supplemental vitamin preparations.

(b) Rational mixtures of the vitamins recognized to be essential in amounts not greater than five times the recommended dietary allowances are eligible as therapeutic vitamin preparations.

If claims not generally recognized are made for any of the vitamins, such claims must be substantiated by clinical studies acceptable to the Association.

5. Books—A book may be requested for review so that its eligibility may be determined.

6. Miscellaneous Products and Services—Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in AMA scientific publications.

The advertisement should clearly identify the advertiser and the product or service being offered. In the case of drug advertisements, the full generic name of each active ingredient must appear.

Layout, artwork, and format should be such as to avoid confusion with the editorial content of the publication. The word "advertisement" may be required.

Advertisements will not be acceptable if they conflict with the principles of medical ethics.

It is the responsibility of the manufacturer to comply with laws and regulations applicable to marketing and sale of his products. Acceptance of advertising in AMA publications should not be construed as a guarantee that the manufacturer has complied with such laws and regulations.