

You are looking at 1-1 of 1 items for: **med-9780195176339-div2-225**

Criteria for Advertisements Directed to Physicians and Other Health Care Professionals

Annette Flanagin

Print Publication Year: 2007 Published Online: 2009

Publisher: Oxford University Press

ISBN: eISBN:

DOI: 10.1093/jama/9780195176339.022.252

Item type: section

The editorial and publishing staff of JAMA and the Archives Journals have developed general eligibility requirements and guidelines for advertising copy to ensure that advertisements published in these journals are appropriate (see Tables and). The ASME also has developed a guide for print-based advertisements. The following criteria for print pharmaceutical ads are adapted from the guidelines prepared by the World Health Organization and the International Federation of Pharmaceutical Manufacturers Associations: 1. Advertising text should be presented legibly. 2. Pharmaceutical ads in print journals must include the following (in online ads, this information may be included on a website