

AMA Manual of Style

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Advertorials

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An advertorial is an ad that imitates editorial content or presents content in an editorial-like format, such as using text, tables, or figures in a manner similar to the journal's editorial content. During the early 1990s, following a decline in the biomedical advertising market, advertorials became more common. The ASME developed guidelines for special advertising sections, which may help a publication maintain its integrity if it publishes advertorials (see Table). Companies may submit advertisements that provide information on a topic pertaining to a product the company markets (or plans to market) but that do not name any commercial product.