

2012 Advertising & Sponsorship Guidelines

All advertisements/sponsorships submitted to Ohio Academy of Family Physicians (OAFP) for publication in *The Ohio Family Physician*, *Weekly Family Medicine Update* or on the OAFP Web site (www.ohioafp.org) must be of related interest to the OAFP membership. The following information serves only as a guideline for potential advertisers/sponsors and does not guarantee that an advertisement /sponsorship will be approved. Advertisements/sponsorships deemed controversial in nature or in poor taste will be evaluated by a review committee to determine if they are appropriate for publishing. The review committee reserves the right to reject or cancel any advertisement/sponsorship at any time and to assess future copy/artwork to ensure that it does not contain any false or misleading statements or that it is in poor taste. The acceptance of an advertisement/sponsorship does not constitute a guarantee or endorsement of the product or service by OAFP.

• Products and services eligible for advertising and sponsorship opportunities must be relevant to and useful in at least one of the following categories:

- Practice of Medicine
Meet the standards of generally accepted medical practice or relevant to the clinical practice of medicine.
- Practice Management
Relevant to the socioeconomic practice of medicine or enabling physicians to run more efficient practices.
- Quality of Life
Relevant to the lifestyle issues and opportunities presented to family physicians.

• Products that require approval by Food and Drug Administration (FDA) for marketing must receive such approval before being eligible for advertising or sponsorship opportunities. Any advertising or sponsorships for these products must include full disclosure when required. It is the responsibility of the advertiser to conform to regulations of FDA and all legal requirements for the content of claims made about the product.

• Technical data and scientific documentation may be required for products not regulated by FDA or other government agencies.

• Continuing medical education (CME) courses, seminars and conferences are eligible for advertisement. If CME accreditation is advertised, the type of credit for which the educational activity is approved must be specified.

• Products for nutritional supplements and vitamin preparations are not eligible for advertisement/sponsorship unless they are approved for marketing by FDA or their efficacy and safety are substantiated by clinical studies acceptable to OAFP—generally, these are U.S. studies published in mainstream U.S. medical journals.

• General-purpose foods such as bread, meats, fruits and vegetables are eligible for advertisement/sponsorship. Only diet programs prescribed and controlled by physicians may be eligible for advertisement/sponsorship.

• Institutional advertising germane to the practice of medicine are considered eligible for advertisement/sponsorship.

• Ads for tobacco products and alcoholic beverages are not eligible for advertisement/sponsorship.

• Ohio Academy of Family Physicians (OAFP) will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in *Weekly Family Medicine Update* (WFMU), *The Ohio Family Physician* and/or the OAFP Web site only.* Before signing the sponsorship agreement or advertising contract, the physician Web site editor or magazine editor must review and clear all surveys and be in contact with the interested sponsor or advertiser. The survey also must be of interest or pertain to family medicine.

* OAFP will not accept or disseminate research surveys and/or studies in any of its other communications. Sponsorship and advertising rates can be found on *The Ohio Family Physician* and Web site rate card and WFMU sponsorship agreement. OAFP members will receive a discounted rate. The sponsorship or advertising fee for state agencies or fellow members of the Ohio Primary Care Coalition may be waived at the discretion of the editor.