



ASAM Advertising Guidelines

Introduction

The purpose of these guidelines is to set standards and policies for the acceptance and placement of advertising in ASAM print and electronic publications, communications, and its Web sites.

1. Accepted Advertising

ASAM will accept ads from the following:

- FDA-approved pharmaceutical and medical device products. FDA-approved medications with potential for abuse are acceptable; provided all advertising is consistent with FDA and other industry requirements, and risks for abuse or addiction are well-outlined in the ad. ASAM recognizes that co-morbid pain and psychiatric disorders (among others that may involve the use of controlled substances) left untreated can significantly erode success in addiction treatment, and sometimes require ongoing administration of prescriptions with potential for abuse. Such a decision is highly individualized and requires careful consideration for the best interests of the patient and therapeutic community;
- Certified laboratories (e.g., CLIA, CAP) and makers of lab kits and tests for office use;
- Medical equipment companies;
- Practice management products, including makers of electronic health records, billing and coding services, furniture, uniforms, etc.;
- Publishers of medical and scientific content and other content relevant to addiction medicine (ads for individual publications will be considered on a case-by-case basis);
- Graduate Medical Education or other healthcare training opportunities, research training opportunities;
- Continuing Medical Education offerings;
- Classified ads;
- Addiction treatment programs that are certified by CARF or JCAHO, or equivalent non-USA certification of quality or that are affiliated with academic medical centers or health systems with host CARF or JCAHO accreditation; and¹
- ASAM may consider other businesses or services; however, as with all other advertisers listed above, ASAM Editors have the right to refuse any advertisement that in the sole opinion of the Editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive; that appears to contribute to stigma of addiction, or the publication of which is not in the best interest of ASAM.



2. Advertising Restrictions

ASAM's advertising restrictions include the following:

- companies owned by tobacco companies, their parent company or subsidiaries. Parent and subsidiaries are defined as an entity in which there is a 5% or greater ownership by, or of, a tobacco company;
- companies that make alcoholic beverages;
- food products and dietary supplements not regulated by the FDA; and
- ASAM Editors have the right to refuse any advertisement that in the sole opinion of the Editor is inaccurate, in bad taste, fraudulent, misleading, or deceptive; that appears to contribute to stigma of addiction, or the publication of which is not in the best interest of ASAM.

3. Ad to Copy Ratio

For print publications, the ad to copy ratio will not exceed one third advertising pages to two thirds editorial pages.

4. Disclaimer

The appearance of an advertisement in an ASAM publication or on its websites is neither an ASAM guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect will appear in ASAM publications and on its websites. Companies may not refer to an appearance of an advertisement for their product in an ASAM publication or website in any other advertising or promotion.

5. Email Advertisement (Updated November 2019)

ASAM will not send any third-party advertisement from an ASAM email address. Mail lists may be arranged through ASAM's list broker. ASAM members have the ability to opt out of third-party offerings.

6. Placement in Print Publications

Advertisements for a specific product will not be placed next to an article, editorial or other content about the product.

Decisions to permit advertisements are made independent of and without information pertinent to specific editorial content.

For print journal publications, ads are placed at the front, back and between the front matter (e.g., editor lists, table of contents). Additional wells are added to accommodate advertisements, as necessary, with the



approval of the Editor(s), so long as the previous stated guidelines regarding placement of ads are maintained.

Placement of ads will be subject to ASAM's approval of copy. All advertising copy must be sent to ASAM's Deputy Director and/or to the editorial office of the publication in which the advertisement is proposed for inclusion for approval. The designated ASAM staff or editorial office member acts on behalf of and in consultation with the ASAM editors or their designee.

7. Advertising Copy

Advertising copy will meet the following requirements:

- The advertisement must clearly identify the advertiser and the product or service being offered.
- Layout, artwork, and format must be designed so that the ad cannot be confused with editorial content. The word "advertisement" may be required.
- Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
- Advertisements for employment must conform to all applicable Federal laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap or country of medical education.
- Advertisements will not be accepted if they appear to violate the AMA's Principles of Medical Ethics or are otherwise unacceptable to ASAM.

8. Reciprocal Advertising Agreements

ASAM may enter into reciprocal advertising agreements with other societies or journals. These agreements should take into account the reach and frequency of the reciprocal arrangement and result in an equitable exchange of value for both parties.

9. Digital Advertising

Digital advertising may be placed in ASAM digital publications and websites and will meet the following requirements:

- Digital ads must be readily distinguishable from editorial content. The word "advertisement" will be used on the ad.
- Digital advertisements may appear as fixed or rotating advertisements.
- Digital advertisements may not be juxtaposed with, appear in line with, appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic.
- House advertisements for ASAM products, services or conferences may appear on editorial content pages.



- Digital ads that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition (as defined above) would not occur as screen content changes.
- Ads may link off-site to a commercial Web site, provided that viewers are clearly informed that they are being taken to another Web site and that viewers are not prevented from returning to the ASAM website or other previously viewed screens. ASAM reserves the right to not link to or to remove links to other Web sites.
- ASAM reserves the right to decline or cancel any submitted advertisement or discontinue posting of any advertisement previously accepted as well as decline any link to or from the website that is unacceptable.

10. Sponsorship

Digital sponsorships will meet the following requirements:

- All financial support for electronic content will be clearly acknowledged.
- Acknowledgment of support will appear on the home page or relevant landing page, on the running foot of all relevant pages, on any packaging and collateral material (e.g., CD-ROM jewel case and companion insert), and on any materials used to publicize the online product. The running foot acknowledgements will not be linked to any other materials.
- These acknowledgements will not make any claim for any supporting company products. ASAM will determine the final wording and positioning of the acknowledgement. The wording will be similar to "Produced by ASAM with support from [Company]."
- The initial acknowledgement may be linked to an "About [Company] page or may link to the company's Web site through an intervening buffer page. Any "About [Company] pages must be readily distinguishable from editorial content, must be clearly labeled as provided by the supporting company, and must not be linked to related ASAM editorial content.
- Sponsorship for electronic CME activities will meet ACCME requirements for acknowledgement, placement, etc.
- Other acknowledgements and disclosures may be required, as deemed necessary by ASAM.

11. Ethical Promotion and Patient Recruitment: ASAM recognizes that individuals with addiction as well as their families and others who assist them to access treatment are vulnerable and at high risk for exploitation, particularly at times of crisis when treatment is sought. As such, treatment programs should be held to the highest standard of ethical practice in the marketing of their services and recruitment of patients. By signing the Application, your organization agrees to use its best efforts to adhere to the terms of the ASAM Public Policy Statement on Ethical Promotion and Patient Recruitment by Addiction Treatment Programs [found here](#).

12. ACCME Standards for Commercial Support

As an ACCME accredited provider, ASAM's advertising guidelines will comply with the ACCME standards for commercial support. These guidelines, as outlined in Standard 4 of the ACCME Standards for Commercial Support, are as follows:



Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

- For **print**, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
- For **computer based**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content.
- For **audio and video recording**, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For **live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

<http://www.accme.org/accreditation-rules/standards-for-commercial-support>

¹ASAM will permit exhibitors who are not CARF or JCAHO accredited.