

Advertising will be accepted, subject to editorial approval, for drug products as well as for pharmaceutical and other equipment, books, and other items or services used in hospitals and health-care systems.

Advertisers, by submitting advertising copy for publications, certify that it is in accord with applicable government regulations (for example, regulations covering new-drug applications and prescription drug advertising).

Advertisements new to ASHP web sites require pre-approval. ASHP has the right to refuse any advertisement that is inappropriate or incompatible with our mission, including the right to stop accepting any advertisement previously accepted on our Websites ([ashp.org](http://ashp.org) and [ajhp.org](http://ajhp.org))

The following restrictions apply to advertisements on [www.ashp.org](http://www.ashp.org) and [www.ajhp.org](http://www.ajhp.org).

1. Advertisements that tend to limit the effectiveness of ASHP programs, or that promote concepts or practices that are contrary to an official policy of ASHP, will not be accepted.
2. Alcoholic beverages and tobacco products are not eligible for advertising.
3. Advertisements will not be accepted if they
  - a. Violate the principles of pharmaceutical ethics;
  - b. Are, in the opinion of ASHP, inappropriate, indecent, offensive, or reflect poor taste in text or illustration;
  - c. Contain attacks of a personal, racial, or religious character, or are libelous or otherwise contrary to law; or
  - d. Contain claims found by any court or federal or state agency to be invalid or in violation of law.
4. Sweeping superlatives, extravagantly worded copy, unfair comparisons, or the blatant and unwarranted disparagement of a competitor's product or service will not be allowed.
5. Advertisements that suggest a profit or personal benefit accruing to the pharmacist by the sale or recommendation of a product will not be permitted.
6. Advertisements that offer free goods or premiums of any kind, and that clearly state that the availability of such premiums is contingent upon the purchase of products, will

not be accepted.

7. Advertisements that could be interpreted as deceptive or misleading will not be accepted. Layout, artwork, and format should be such as to avoid confusion with editorial content.
8. ASHP reserves the right to place the word advertisement over advertising matter that simulates editorial content and is not clearly identified as advertising.
9. ASHP reserves the right to exclude advertising from selected pages of its Web sites. Such pages include but are not limited to educational pages.

The following advertisement formats are prohibited:

- Pop-ups and floating ads
- Advertisements that are designed to collect personally identifiable information from visitors to the ASHP and AJHP Web sites without their knowledge or permission
- Ads that expand across or down the page without the visitor having clicked or rolled-over the ad
- Ads that send visitors to another site without the visitor having clicked the ad

## Advertising Policy

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1. Advertisements new to [www.ashp.org](http://www.ashp.org) and [www.ajhp.org](http://www.ajhp.org) require ASHP approval before they can appear on the sites. Such review will extend to any landing page(s) the advertisement links to. The company sponsoring the Web site of any landing page must be clearly identified on that page.
2. Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content. In addition, [www.ashp.org](http://www.ashp.org) and [www.ajhp.org](http://www.ajhp.org) Web pages are designed to label all advertisements with the word “advertisement.”
3. ASHP allows some targeted placement of advertising, but the ad content cannot be related to adjacent editorial content of similar nature. Otherwise, advertisements are placed at random and do not appear adjacent to relevant editorial except by chance.
4. Advertisements may not indicate or imply endorsement by ASHP or its journal, AJHP, unless approved in writing by ASHP.
5. Reader interest targeted advertising, in which advertisements relevant to the readers’ supposed interest appear on subsequently viewed pages, is allowed only when (1) it does not collect information on personal identity and (2) the reader has a convenient option to discontinue such targeting.

6. Neither advertisers nor their agents may collect any personal information from any user viewing the ASHP or AJHP Web site except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Similarly, cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
7. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.
8. Advertising revenue is used to support the American Society of Health-System Pharmacists. For questions about online advertising on the [www.ashp.org](http://www.ashp.org) and [www.ajhp.org](http://www.ajhp.org) Web sites, contact our digital sales team at Cunningham Associates.

For information about advertising in the print journal (*AJHP*), see the ASHP policy on the [acceptance of advertising](#).