

ASHP policy on the acceptance of advertising

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The American Society of Health-System Pharmacists (ASHP) seeks to promote and elevate the professional practice of pharmacy and to improve pharmaceutical care to patients served by hospitals and health care systems. In pursuit of these objectives, ASHP strives to increase the dissemination of pharmaceutical and related knowledge by providing for the interchange of information through its publications.

Recognizing that advertising is an important medium of information, ASHP, in keeping with its objectives, strives to ensure the accuracy, comprehensiveness, timeliness, and relevancy of the advertisements it accepts in its publications.

The following general principles are criteria that will be followed in

the acceptance of advertising. ASHP reserves the right to modify these principles in light of developments in the profession, the industry, or government regulations. The editor, with advice and assistance from the Committee on Publications when he or she deems necessary, makes the final decisions regarding the eligibility of all products and services to be advertised in ASHP publications.

Acceptance of advertisements by ASHP does not constitute endorsement, unless approved in writing by ASHP, nor does it warrant in any way the safety, effectiveness, or quality of the products or services advertised.

ASHP reserves the right to refuse advertising from any source or to reject any proposed advertisement.

Guiding Principles for Acceptance of Advertising

1. 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.
2. 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).
3. 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.
4. Alcoholic beverages and tobacco products are not eligible for advertising.
5. 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.
6. Sweeping superlatives, extravagantly worded copy, unfair comparisons, or the blatant and unwarranted disparagement of a competitor's product or service will not be allowed.
7. Advertisements that suggest a profit or personal benefit accruing to the pharmacist by the sale or recommendation of a product will not be permitted.
8. Advertisements that offer free goods or premiums of any kind and that clearly state that the availability of such premiums is contingent on the purchase of products will not be accepted.
9. Advertisements should not be deceptive or misleading. Layout, artwork, and format should be such as to avoid confusion with editorial content.
 - a. ASHP reserves the right to place the word *advertisement* over advertising matter that simulates editorial content and is not clearly identified as advertising.
10. The advertiser may be required to submit data supporting the usefulness or safety of its product or service and the validity of its claim.
11. ASHP reserves the right to conduct an onsite review of a prospective advertiser's facilities.
 - a. No reference to such a review of facilities shall be permitted in advertisements, catalogs, promotional brochures, or other printed material.

Approved by the ASHP Board of Directors, November 20, 1991. Supersedes the document entitled "Statement of Advertising Policy of the American Society of Hospital Pharmacists," which was approved March 2, 1972. The policy is republished periodically for the information of *AJHP* readers.

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