



ASAM Advertising Guideline

Introduction

The aim of this guideline is to establish criteria and guidelines for the approval and placement of advertisements in ASAM print and digital publications, communications, and websites. Any questions may be directed to Bob Davis Vice-president of Marketing bdavis@asam.org.

1. Accepted Advertising

ASAM may accept ads from the following sources:

- FDA-approved pharmaceutical and medical device products, including those with potential for misuse, as long as the ads comply with FDA and industry requirements and clearly outline addiction risks;
- Certified laboratories and manufacturers of lab kits and tests for office use;
- Medical equipment companies;
- Practice management products, such as electronic health records, billing services, furniture, uniforms, etc.;
- Medical and scientific content publishers, with individual publication ads considered case-by-case;
- Graduate medical education or other healthcare training opportunities and research training opportunities;
- Continuing medical education offerings;
- Classified ads;
- Addiction treatment programs certified by CARF, JCAHO, or equivalent non-USA quality certifications or affiliated with academic medical centers or health systems with host CARF or JCAHO accreditation;
- ASAM may also consider other businesses or services, but ASAM Editors reserve the right to refuse any advertisement they deem inappropriate or not in the best interest of ASAM.

2. Advertising Restrictions

ASAM prohibits advertising from the following sources:

- Companies owned by tobacco companies or their parent companies/subsidiaries with a 5% or greater ownership;
- Companies that produce alcoholic beverages; CBD products or other cannabis related products
- Food products and dietary supplements not regulated by the FDA;
- Ads that ASAM deems inaccurate, in poor taste, fraudulent, misleading, deceptive, contributing to addiction stigma, or not in the best interest of ASAM.

3. Ad-to-Copy Ratio

For print publications, the ratio should not exceed one-third advertising pages to two-thirds editorial pages.



4. Disclaimers

The presence of an ad in an ASAM publication or website does not guarantee or endorse the product, service, or claims made by the advertiser. A disclaimer will be included in ASAM publications and websites. Advertisers may not reference their ASAM ads in other promotions.

5. Email Advertising

ASAM will not send third-party ads from an ASAM email address server. Mailing lists can be arranged through ASAM's list broker. ASAM must approve all emails prior to sending. ASAM members can opt-out of third-party offerings through their online membership profiles.

6. Placement in Print Publications

Specific product ads will not be placed next to related articles, editorials, or content. Advertisement decisions are made independently of editorial content.

- For print journal publications, ads are placed at the front, back, and between front matter sections, with additional ad placements approved by the Editor(s) if necessary, as long as guidelines are maintained.
- Ad placement is subject to ASAM's approval of copy. Advertisers must send ad copy to ASAM's head of marketing and/or the publication's editorial office for approval.

7. Live Event Support, Advertising, and Printed Materials

Sponsor is responsible for designing, printing and shipping inserts to the advance warehouse. All inserts must be approved by ASAM and must be 8.5x11 sheets with no more than 2 pages stapled.

8. Advertising Copy

Ads must meet the following requirements:

- Clearly identify the advertiser and product/service offered;
- Have a layout, artwork, and format distinct from editorial content;
- Be truthful and not misleading, either by statement or omission;
- Employment ads must comply with all federal laws and regulations, and cannot discriminate;
- Ads that violate AMA's Principles of Medical Ethics or are otherwise unacceptable to ASAM will not be accepted.

9. Reciprocal Advertising Agreements

ASAM may enter reciprocal advertising agreements with other societies or journals, subject to the head of marketing's approval.

10. Digital and Website Advertising

ASAM does not accept any third-party advertising on its website ASAM.org. Digital ads in ASAM digital publications must meet the following requirements:

- Be distinguishable from editorial content;
- Be fixed or rotating, without appearing next to or linked with related editorial content;
- Not interfere with the user's navigation or experience on the ASAM website;
- ASAM reserves the right to decline, cancel, or remove digital ads



11. Sponsorship

The following requirements must be met for sponsorships:

- Clear acknowledgment of all financial support for electronic content.
- Acknowledgment of support placement on any packaging and supplementary materials (e.g., CD-ROM jewel case and companion insert), and on any promotional materials for the online product. Running foot acknowledgments will not be linked to other materials.
- Acknowledgments will not endorse any supporting company products. ASAM will finalize the acknowledgment's wording and placement, which will resemble "Produced by ASAM with support from [Company]."
- The initial acknowledgment may link to an "About [Company]" page or the company's website via a buffer page. Any "About [Company]" pages must be distinct from editorial content, clearly labeled as provided by the supporting company, and not linked to related ASAM editorial content.
- Sponsorship for electronic CME activities will adhere to ACCME requirements for acknowledgment, placement, etc.
- ASAM may require additional acknowledgments and disclosures.

12. Ethical Promotion and Patient Recruitment

ASAM acknowledges the vulnerability and high risk of exploitation faced by individuals with addiction, their families, and those assisting them in accessing treatment. Therefore, treatment programs must uphold the highest ethical standards in service marketing and patient recruitment.

By signing any ASAM Support or advertising application, your organization commits to using its best efforts to comply with the ASAM Public Policy Statement on Ethical Promotion and Patient Recruitment by Addiction Treatment Programs found [here](#).

13. ACCME Standards for Independence and Integrity in Accredited Continuing Education (ACE)

As an ACCME accredited provider, ASAM's advertising guidelines will comply with the ACCME standards for Independence and Integrity in Accredited Continuing Education (ACE). These guidelines, as outlined in Standard 5 of the ACCME Standards for Independence and Integrity in Accredited Continuing Education (ACE) are as follows:

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education.

Standard 5.1

Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:

- Influence any decisions related to the planning, delivery, and evaluation of the education.
- Interfere with the presentation of the education.

- Be a condition of the provision of financial or in-kind support from ineligible companies for the education.

Standard 5.2

The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.

Standard 5.3

Ineligible companies may not provide access to, or distribute, accredited education to learners.

<https://www.accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce>

¹ASAM permits exhibitors without CARF or JCAHO accreditation.