

American Society of Clinical Oncology Advertising Policy

Principles governing advertising in periodicals published by the American Society of Clinical Oncology

These principles are applied by the American Society of Clinical Oncology (ASCO) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in ASCO's print and digital periodicals.

ASCO is a nonprofit publisher of scientific and educational works in the field of oncology. As a matter of policy, ASCO will sell advertising space in its periodicals when the inclusion of advertising does not interfere with the mission or objectives of ASCO or its periodicals.

To maintain the integrity of ASCO periodicals, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. ASCO periodicals' advertising sales representatives have no prior knowledge of specific editorial content before it is published. Placement of advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited.

The ideas and opinions expressed in the periodicals do not necessarily reflect those of ASCO. The mention of any product, service or therapy in the periodicals or in any advertisement in the periodicals should not be construed as an endorsement of the products mentioned. It is the responsibility of the treating physician or other health care provider, relying on independent experience and knowledge of the patient, to determine drug dosages and the best treatment for the patient. Readers are advised to check the appropriate medical literature and the product information currently provided by the manufacturer of each drug to be administered to verify approved uses, the dosage, method, and duration of administration, or contraindications. Readers are also encouraged to contact the manufacturer with questions about the features or limitations of any products. ASCO assumes no responsibility for any injury or damage to persons or property arising out of or related to any use of the material contained in this publication or to any errors or omissions.

ASCO's Role and General Eligibility Requirements for Print and Digital Advertising

1. **ASCO's Discretion to Accept or Decline Advertising:** The Editor-in-Chief, at his or her sole discretion, reserves the right to accept or reject any submitted advertisement or to discontinue publication of any previously accepted advertisement.
2. **ASCO Periodicals That Accept Ads:** *Journal of Clinical Oncology (JCO)*, *Journal of Oncology Practice (JOP)*, *ASCO News & Forum (AN&F)*, and *ASCO Daily News* accept display ads. Digital advertising may be placed on the

- periodicals' Web sites as determined by ASCO. *JCO* accepts classified ads, which are published in the classified section. Both line and display advertisements are available in this section.
3. **Schedule:** New inserts must be submitted 15 days before the closing date for review by the Editor-in-Chief to ensure compliance with ASCO advertising policies. New run-of-book advertisements must be submitted 10 working days before the ad closing date. Any previously approved ad that has been changed must be submitted for review in its most current form 10 working days prior to the closing date.
 4. **Changes to Guidelines:** ASCO may change these advertising policies at any time, but an advertisement whose closing date is before the policy change is published will not be subject to the new policy.

Eligible Advertisements

1. **Health Care Products or Services Referenced in Advertising:** Products or services eligible for advertising shall be commercially available for, germane to, effective in, and useful in (a) the practice of medicine, (b) medical education, (c) practice management, or (d) health care delivery. Institutional advertising germane to the practice of medicine and public service messages of interest to physicians may be considered eligible for appearance in ASCO periodicals.
2. **Non--Health Care Advertising:** In addition to health care products and services as described in No. 1 above, other products and services that are offered by responsible advertisers and that are of interest to physicians, other health professionals, and consumers are also eligible for advertising.
3. **Equipment, Instruments, and Devices:** The Editor-in-Chief of each publication determines the eligibility of advertising for equipment, instruments, and devices intended for preventive, diagnostic, or therapeutic purposes. Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. These data may be either published or unpublished. Samples of equipment, instruments, or devices should not be submitted.
4. **Books:** The Editor-in-Chief may request a copy of the book for review to determine its eligibility to be advertised.
5. **CME Programs:** Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the ACCME and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, a national medical specialty society, or other organization affiliated with the ABMS member boards.
6. **Calls for Patients to Participate in Clinical Trials or Clinical-Trial Matching Services:** Advertisements containing such calls will be considered for eligibility if the trial is conducted by a party recognized by ASCO as a clinical research institution; academic institution trials are preferred. Acceptance of an advertisement does not indicate approval of the call for patients; the advertiser is responsible for securing any necessary institutional review board approval.
7. **Ineligible Advertising:** Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements directed at patients or

- consumers are not eligible for inclusion in the periodicals. Advertisements for dietary supplements and vitamin preparations are not eligible unless the U.S. Food and Drug Administration (FDA) has approved the claim(s) as to the safety and efficacy of the product for a disease state.
8. **Classified Advertising:** The primary purpose of ASCO's classified advertising is to provide information related to physician placement opportunities ("help wanted" ads). *JCO* also will accept for placement in the classified section ads for residency positions, fellowship programs, grants, computer software, professional meetings, and physician services such as billing and recruitment.
 9. **Miscellaneous Products and Services:** Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in ASCO periodicals and are not inconsistent with ASCO's mission.
 10. **Contact: Advertisers, media buyers, and others with specific questions about** advertising acceptability should contact the Walchli Tauber Group (phone: 443-512-8899; Web site: www.wt-group.com) regarding *JCO* and *JOP*. Regarding *AN&F*, they should contact Cunningham Associates (phone: 202-767-4170; Web site: www.cunninghamassociates.com).

Content of Advertisements

1. **FDA and Other Regulatory Requirements:** All advertisements for pharmaceuticals, drugs, devices, and other regulated health care products must meet all applicable legal requirements, including regulations of the FDA regarding advertisement and promotion. FDA regulations contain exacting legal controls over the claims that drug advertisers may make for their products and may require advertisements to identify contraindications, side effects, etc. Adherence to FDA and other legal requirements concerning the content of drug advertising is the advertiser's responsibility. ASCO's acceptance of an advertisement is not an indication that the advertisement is legally compliant. ASCO may require an advertiser to furnish a certification of legal compliance. The periodicals will allow pharmaceutical manufacturers to run "corporate" or "teaser" ads prior to a product's official FDA approval. Such advertisements may not mention specific product names.
2. **Advertising Message:** A drug or device advertisement is the advertiser's message and should not be considered a reader's sole source of information regarding a product. All promotional claims must have complete citations of information to allow readers to critically evaluate the documentation.
3. **Statistical or Research Claims:** Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references to content published in recognized scientific journals. Articles accepted for publication but not yet published may also be cited, but the name and issue date of the publishing journal must be furnished. Statements based on material approved by the FDA for the package insert are acceptable. Documentation based on scientific exhibits or personal communications are not acceptable.

4. **Advertiser and Product Identified:** The advertisement should clearly identify the advertiser of the product or service offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this guideline are the "confidential reply box" option made available to classified advertisers of physician placement opportunities and the "corporate" type of advertisement mentioned in No. 1 immediately above, which may not state the name of a specific product until it receives FDA approval, but must provide the name of the advertising company.
5. **Price Comparisons:** All price-comparison advertising must meet the following guidelines:
 - a. The source of all prices quoted must be identified within the advertisement, and substantiation must be available to ASCO and readers upon request.
 - b. If a price comparison is based on the advertiser's own research, that research must be available to ASCO and readers upon request.
 - c. All advertising about prices must contain a qualification similar to the following: "Prices will vary depending on the location of purchase and other factors."
 - d. For pharmaceutical products, in the absence of standard retail price comparison data, the manufacturer's suggested price may be used if so identified.
 - e. For over-the-counter products, price comparisons must be based on manufacturer's suggested retail or resale price if so identified.
6. **Insurance Coverage:** Claims made in advertisements for insurance coverage must conform to the following specific criteria:
 - a. Claims relating to policy benefits, losses covered, or premiums must be complete and truthful.
 - b. Claims made must include disclosure of relevant exclusions and limitations affecting the benefits advertised.
 - c. Claims incorporating quoted testimonials must meet the same standards as other claims.
 - d. Each advertisement for insurance products and services must include a statement indicating either the states in which the products or services are available or the states in which the products or services are not available.
7. **Free Items and Contests:** Advertisements may not include offers for free merchandise or contests.
8. **ASCO Name and Marks:** Use of a name, logo, trademark, or service mark of ASCO or its affiliates, except in reference citations, is not permitted without the express, written permission of ASCO. Any reference to ASCO or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to ASCO's prior written approval in each instance.
9. **Unacceptable Ads:** This class of advertisements includes those that contain unfair comparisons or unwarranted disparagement of a competitor's products or services; deceptive or misleading claims; offensive language or art; attacks or derogations of a personal, racial, sexual, or religious nature; or are demeaning or

discriminatory toward an individual or group on the basis of age, sex, race, ethnicity, religion, sexual orientation, physical appearance, or disability.

Layout of Advertisements

1. **Ad Placement:** Advertisements will not be placed adjacent to any editorial matter that discusses the product being advertised, nor adjacent to any article reporting research on the advertised product. Commercial advertisements in *JCO* and *JOP*, and *AN&F* are welled at the front and back of issues. Premium positions are available at extra cost to the advertiser.
2. **Separate from Editorial Content:** Layout, artwork, and format shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the publication. The label "Paid Advertisement" may be required.
3. **Competitive Products:** The periodicals make every effort to separate ads for competing products.
4. **Special Features:** Special features such as bellybands and tip covers will be considered upon request.
5. **Inquiries:** Inquiries about advertising placement and current rates should be directed to the Walchli Tauber Group (phone: 443-512-8899; Web site: www.wt.group.com) regarding *JCO* and *JOP*. Inquiries regarding *AN&F* should be directed to Cunningham Associates (phone: 201-767-4170; Web site: www.cunninghamassociates.com).

Payment

1. **Payment for Advertising:** In the event of nonpayment, ASCO reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to ASCO.
2. **No Additional Conditions:** ASCO will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in the periodical's rate card or with these advertising policies.
3. **Incidental Damages:** ASCO is not responsible for incidental or consequential damage for errors in displaying an ad.

Additional Guidelines for Digital Advertising

1. **Ad Types:** Digital advertisements may appear as skyscrapers and fixed banners or as rotating advertisements. Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition (as defined in No. 2 below) will not occur as screen content changes.
2. **Ad Placement:** Digital advertisements may not be juxtaposed with, appear in line with, or appear adjacent to editorial content on the same topic, or be linked with editorial content on the same topic. Banner and skyscraper advertisements may appear adjacent to listings of article titles such as the tables of contents.
3. **Advertorials:** Advertorials are not accepted on ASCO's Web site or e-mail service.

4. **Confidentiality:** ASCO does not release personally identifiable data on the users of its Web sites or e-mail service to advertisers. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was accessed.
5. **Links Off-site:** Advertisements may link off-site to a commercial Web site, provided that viewers are clearly informed that they are viewing an advertisement. ASCO may require that a disclaimer about the off-site Web site be included. Advertiser Web sites may not frame the periodical's Web site content without express permission, shall not prevent the viewer from returning to the periodical's Web sites or other previously viewed screens, and may not redirect the viewer to a Web site the viewer did not intend to visit. ASCO reserves the right to disallow or remove links to other Web sites. The Web site URL to which the advertisement links must be provided to ASCO for review and prior approval and must adhere to the following requirements:
 - a. The company sponsoring the Web site must be clearly displayed.
 - b. No registration of personal information (including DEA) may be required before reaching the Web site.
6. **Expanded Ad Units:** For advertisements that display additional content on a larger space than the advertisement itself (i.e., PointRoll or other expandable ad units), the additional content must display only when the user clicks the ad or ASCO deems the roll-over delay to be an acceptable speed (two seconds being the current standard, subject to change at ASCO's discretion). ASCO reserves the right to approve the size and content of expanded ads.

E-mail Alert Advertisement Requirements

E-mail alerts related to ASCO publications may have text or HTML advertisements embedded in the e-mail (top and/or bottom). The word "Advertisement" must appear above the advertisement.

Digital Sponsorship Requirements

Sponsorship acknowledgment and editorial content must be clearly separated. Acknowledgment of support will not make any claims for any supporting company's product(s). ASCO determines final wording and position of the acknowledgments.