

## **Australasian Medical Publishing Company (AMPCo) policy on electronic advertising**

**Last updated: 1 July, 2010**

AMPCo accepts advertising on eMJA ([www.mja.com.au](http://www.mja.com.au)) and on InSight ([www.mjainsight.com.au](http://www.mjainsight.com.au)).

Online advertising includes standard banner (banners, rectangles and skyscrapers) and rich media (flash, video and expandable ads) on the website and electronic newsletter.

Advertisements cannot be targeted towards specific topics, articles or keywords.

All advertisements must comply with the guidelines laid out by the Interactive Advertising Bureau Australia ([www.iabaustralia.com.au](http://www.iabaustralia.com.au)).

All advertisements for pharmaceutical products must comply with guidelines outlined in the Medicines Australia Code of Conduct if they are to be seen in Australia.

Third party ad-serving and tracking is forbidden unless permission is obtained from AMPCo. Contact AMPCo for further details.

### **Policy on sponsorship of electronic products**

AMPCo does allow sponsorship of its electronic products however a sponsor cannot have influence over the editorial content of the MJA or InSight electronic products, including email alerts.

All advertisements must comply with the guidelines laid out by IAB Australia, as well as the principles laid out by the Medicines Australia Code of Conduct. For further details please visit: <http://www.tga.gov.au/advert/index.htm>

All advertisements for pharmaceutical products must comply with the Therapeutic Goods Advertising Code 2007 and its amendments if they are to be seen in Australia.

Company and product logos (AMPCo, MJA, InSight) may only appear on a sponsor's website with written permission.