

## **Australasian Medical Publishing Company (AMPCo) advertising and sponsorship policy**

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The Australasian Medical Publishing Company (AMPCo) believes that advertising is a valid source of revenue to support its business, products, staff, suppliers and commercial clients.

AMPCo sets high ethical standards in all activities and maintains the right to editorial independence. AMPCo does not allow advertising or sponsorship to influence any decisions it makes about editorial content.

AMPCo's policy on advertising and sponsorship is as follows:

1. Readers must immediately be able to distinguish the difference between editorial content and advertising material.
2. Readers must know that any claims made in advertising are not endorsed by AMPCo or its publications.
3. It is the responsibility of advertisers to submit material which complies with Medicines Australia's Code of Conduct for the ethical marketing and promotion of prescription pharmaceutical products in Australia.
4. It is the responsibility of advertisers to submit material which complies with the legal requirements of the Therapeutic Goods Regulations and Therapeutic Goods Act.
5. It is the responsibility of advertisers to submit material to the correct artwork specification by the due date. Cancellations are not accepted after the booking deadline.
6. The editorial department will not accept requests from advertising sales staff or commercial clients for advertising material to be positioned near specific content of a specific issue.
7. Editorial content will not be influenced by advertising sales staff, commercial clients or advertising material.
8. In the event that an advertisement is positioned next to an article mentioning a related product, it will be entirely coincidental and should not be interpreted as anything else.
9. The editorial department reviews advertising material and will not accept the advertising of products considered unethical or potentially harmful to health.
10. Advertisements are open to criticism just like any other material in AMPCo's publications. AMPCo will publish corrections to advertising material, just as it does for corrections to editorial material.

11. AMPCo does not publish material to accompany advertising and does not sell advertising in relation to particular articles.
12. AMPCo's advertising sales team has no knowledge of when particular articles will appear in any AMPCo publication. However, like the readers of AMPCo's publications, the advertising sales team will sometimes know beforehand that the MJA or other AMPCo publications will be producing a special issue or starting a series of educational articles on a particular subject.
13. The advertising sales team has the option of selling advertising on the general theme or supplement but cannot sell against a particular article.
14. All decisions are at the discretion of the Editor. If commercial clients adhere to these guidelines then their advertisement or sponsorship is likely to be accepted.