



NEBRASKA ACADEMY OF FAMILY PHYSICIANS

ADVERTISING, SPONSORSHIP & EXHIBITING GUIDELINES

All advertisements/sponsorships submitted to the Nebraska Academy of Family Physicians for publication in the *Cornhusker Family Physician* or on the NAFP website (www.nebrafp.org) or for exhibits at NAFP events must be of related interest to the NAFP membership. The following information only serves as a guideline for potential advertisers/sponsors and exhibitors and does not guarantee that an advertisement/sponsorship or exhibit will be provided. Advertisements/sponsorships or exhibits deemed controversial in nature or in poor taste will be evaluated by a review committee to determine if they are appropriate for publishing. The review committee reserves the right to reject or cancel any advertisement/sponsorship or exhibit at any time and to assess future copy/artwork or exhibit material to ensure that it does not contain any false or misleading statements or that it is in poor taste. The acceptance of an advertisement/sponsorship or exhibit does not constitute a guarantee or endorsement of the product or service by the NAFP.

Guidelines

- ∅ Products and services eligible for advertising, sponsorship and exhibit opportunities must be relevant to and useful in at least one of the following categories:
 - Practice of Medicine: Meet the standards of generally accepted medical practice or relevant to the clinical practice of medicine.
 - Practice Management: Relevant to the socioeconomic practice of medicine or enabling physicians to run more efficient practices.
 - Quality of Life: Relevant to the lifestyle issues and opportunities presented to family physicians.
- ∅ Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before being eligible for advertising/sponsorship or exhibiting opportunities with the NAFP. Any advertising, sponsorship or exhibits for these products must include full disclosure when required. It is the responsibility of the advertiser, sponsor or exhibitor to conform to regulations of the FDA and all legal requirements for the content of claims made about the product.
- ∅ Technical data and scientific documentation may be required for products not regulated by the FDA or other government agency.
- ∅ Continuing medical education (CME) courses, seminars, and conferences are eligible for advertisement, sponsorship or exhibiting. If CME accreditation is advertised, the type of credit for which the educational activity is approved must be specified.
- ∅ Products for nutritional supplements and vitamin preparations are not eligible for advertisement, sponsorship or exhibits unless they are approved for marketing by the FDA or their efficacy and safety are substantiated by clinical studies acceptable to the NAFP — generally, these are U.S. studies published in mainstream U.S. medical journals.
- ∅ General-purpose foods such as bread, meats, fruits, and vegetables are eligible for advertisements, sponsorship and exhibits. Only diet programs prescribed and controlled by physicians may be eligible for advertisement, sponsorship or exhibits.
- ∅ Institutional advertising germane to the practice of medicine are considered eligible for advertisement, sponsorship or exhibits.
- ∅ Ads for tobacco products and alcoholic beverages are not eligible for advertisement, sponsorship or exhibits.
- ∅ The NAFP will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in the *Cornhusker Family Physician* only.* Before signing the sponsorship agreement or advertising contract, the physician magazine editor must review and clear all surveys and be in contact with the interested sponsor or advertiser. The survey must be of interest or pertain to family medicine.

*The NAFP will not accept or disseminate research surveys and/or studies in any of its communications. NAFP membership mailing lists may be requested, and purchased upon approval.