

AACR Publications
AACR Advertising Policy

1. All advertisements are subject to review and approval by the AACR. AACR reserves the right to refuse any advertising.
2. Planned placement of print advertising adjacent to (i.e., next to or within) editorial content on the same topic is prohibited. Advertisements that appear on a given page of a Publication's website may coincidentally be related to the subject of an article, but such juxtaposition must be random.
3. The layout, artwork, and format of advertisements must be easily distinguishable from editorial content and should clearly identify the advertiser and the product or service being offered.
4. 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 sole responsibility of the manufacturer.
5. Advertisements for Continuing Medical Education (CME) programs will be considered if the CME sponsor is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and is an ACCME-accredited organization, which includes medical schools; nonprofit physician membership organizations, such as medical specialty and state medical societies; hospitals/health care delivery systems; publishing and education companies; government and military organizations; and insurance and managed-care companies. ACCME-recognized state and territory medical societies, such as community hospitals, state specialty societies, and county medical societies will also be considered.
6. The primary purpose of the AACR's classified advertising is to provide information related to job placement opportunities relevant to the readership ("help wanted" ads).
7. Advertorials are not accepted for the AACR's Publications.
8. The AACR does not release personally identifiable data on the users of its websites or e-mail service to advertisers. Digital 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.
9. The AACR will not be liable for any failure to publish any advertisement accepted by the AACR; however, the AACR shall use its reasonable efforts to place such advertisement in subsequent available space.
10. The AACR may change this Advertising Policy at any time, but an advertisement for which the closing date occurs before the effective date of the policy change will not be subject to the new policy.
11. In the event of nonpayment, the AACR 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 the AACR. The advertiser will be unable to place additional advertisements until the payment obligation is met and may be barred from participation in other AACR activities.
12. The AACR's Advertising Policy and rate card cannot be superseded by any condition, printed or otherwise, that appears on any insertion order or copy instructions.