



American Society of Clinical Oncology

**Advertising Policy
of American Society of Clinical Oncology**

(May 18, 2016)

Principles Governing Advertising in Publications of the American Society of Clinical Oncology

These principles are applied by American Society of Clinical Oncology, Inc. (ASCO) in order to adhere to ethical standards of advertising and to assure the independence of ASCO-produced content.

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 Publications¹ when the inclusion of advertising does not interfere with the mission or objectives of ASCO or its Publications.

To maintain the integrity of ASCO Publications, advertising interests (i.e., advertising representatives, Companies,² or other advertisers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without reference to specific editorial content. ASCO's advertising sales representatives have no prior knowledge of specific editorial content before it is published. 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.

The ideas and opinions expressed in the Publications do not necessarily reflect those of ASCO. The mention of any company, product, service or therapy in ASCO Publications or in any advertisement in ASCO Publications should not be construed as an endorsement by ASCO of the company, product, service or therapy 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 its Publications or to any errors or omissions.

By submitting advertisements for consideration, all advertisers agree to the Principles Governing Advertising in Publications of the American Society of Clinical Oncology and all Rate Card provisions, as amended from time to time.

¹ ASCO-produced print and digital publications as set forth herein.

² As defined in the Council of Medical Specialty Society's *Code for Interactions with Companies*, as revised (March 2011).

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

1. **ASCO's Discretion to Accept or Decline Advertising:** ASCO, in its sole discretion, reserves the right to accept or reject any submitted advertisement or to discontinue publication of any previously accepted advertisement.
2. **ASCO Print Publications that Accept Ads:** *Journal of Clinical Oncology (JCO)*, *Journal of Oncology Practice (JOP)*, *ASCO Connection* magazine, *ASCO Connection* special editions, *ASCO Daily News* print editions, the Annual Meeting City Map, and the Annual Meeting Exhibitor Directory accept display ads.
3. **ASCO Digital Publications that Accept Ads:** the *JCO* website, the *JOP* website, the *Journal of Global Oncology (JGO)* website, the *JCO: Clinical Cancer Informatics* website (following launch), the *JCO: Precision Oncology* website (following launch), *Oncology Career Center*, the *ASCO Connection* website, *ASCO Connection* eDigests, *ASCO Daily News* eDigests, the Annual Meeting website, meeting Attendee Resource Centers, and e-mail alerts, as well as the ASCO iPlanner, iLibrary and iDirectory apps, accept digital ads.
4. **Classified Ads:** *JCO* accepts classified ads, which are published in the print *JCO* classifieds section and displayed on the online *Oncology Career Center*. Both line and display advertisements are available in the print *JCO* classifieds section.
5. **Changes to Policy:** ASCO 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.

B. Eligible and Ineligible Advertisement Subject Matter

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 Publications.
2. **Non-Health Care Advertising:** In addition to health care products and services as described in No. 1 immediately above, other products and services that are offered by responsible advertisers and that are of interest to physicians and other health professionals are also eligible for advertising.
3. **Equipment, Instruments, and Devices:** ASCO determines on a case-by-case basis 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. This data may be either published or unpublished. Samples of equipment, instruments or devices should not be submitted.
4. **Books:** ASCO 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 Accreditation Council for Continuing Medical Education (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 American Board of Medical Specialties (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 and the advertisement states the location of the clinical trial's registration in one of the clinical trial registries accepted by *Journal of Clinical Oncology* (available upon request). 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. **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 classifieds section ads for residency positions, fellowship programs, grants, computer software, professional meetings, and physician services such as billing and recruitment.
8. **Miscellaneous Products and Services:** Products or services that do not fall under the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in ASCO Publications and are not inconsistent with ASCO's mission.
9. **Ineligible Advertising Subject Matter:** Alcoholic beverages, tobacco products, and investment opportunities may not be advertised. Advertisements directed at patients or consumers are not eligible for inclusion in ASCO Publications. 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.
10. **Contact:** Advertisers, media buyers, and others with specific questions about advertising acceptability in *JOP* should contact Harborside Press, LLC (phone: 631-935-7677; Website: harborsidepress.com), and for questions about advertising acceptability in all other Publications should contact the Walchli Tauber Group (phone: 443-512-8899; Website: www.wt-group.com).

C. 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 manufacturer'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. ASCO Publications 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:** An advertisement is the advertiser's message and should not be considered a reader's sole source of information regarding a product, service or therapy.

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, service or therapy offered. In the case of pharmaceutical advertisements, the full scientific (generic) name of each active ingredient must appear. The only exceptions to this requirement are the “confidential reply box” option made available to classified advertisers of physician placement opportunities and the “corporate” or “teaser” 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 guidelines:
 - 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, and the mere execution of an advertising agreement does not constitute written permission. 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.
10. **Advertorials:** Advertorials are not accepted for ASCO's Publications.

D. Additional Guidelines for Print 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*, *JOP*, and *ASCO Connection* are welled at the front and back of issues. Advertisements are interspersed in *ASCO Daily News* editions. Premium positions are available at extra cost to the advertiser.
2. **Separate from Editorial Content:** Layout, artwork, and format of advertisements shall be such as to be readily distinguishable from editorial content and to avoid any confusion with the editorial content of the ASCO Publication. The label "Paid Advertisement" may be required.
3. **Competitive Products:** ASCO Publications make every effort to separate ads for competing products, but shall have no liability in the event that ads for competing products run near or adjacent to each other.
4. **Special Features:** Special features such as bellybands and tip-on covers are allowed, subject to ASCO approval and compliance with this Advertising Policy.
5. **Inquiries:** Inquiries about advertising placement and current rates should be directed to the Walchli Tauber Group (phone: 443-512-8899; Website: www.wt.group.com).

E. Additional Guidelines for Digital Advertising

1. **Ad Types:** Digital advertisements on Publication websites (see Section A.3) may appear as skyscrapers and fixed banners or as rotating advertisements. Multi-media digital advertisements may be placed at the beginning of multi-media content produced by ASCO. For guidelines related to digital advertisements in *JOP*, contact Harborside Press, LLC (phone: 631-935-7677; Website: harborsidepress.com), and for questions about digital advertising guidelines in product apps, contact the Walchli Tauber Group (phone: 443-512-8899; Website: www.wt.group.com).
2. **Ad Placement:** Advertisements that appear on pages of a Publication's website may coincidentally be related to the subject of an article, but such juxtaposition must be random.
3. **Confidentiality:** ASCO 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.
4. **Links Off-Site:** Advertisements may link off-site to a commercial website, provided that viewers are clearly informed that they are viewing an advertisement. ASCO may require that a disclaimer about the off-site website be included. The advertiser's website may not

frame the Publication's website content without express permission, shall not prevent the viewer from returning to the Publication's website or other previously viewed screens, and may not redirect the viewer to a website the viewer did not intend to visit. ASCO reserves the right to disallow or remove links to other websites. The website 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 website must be clearly displayed.
 - b. No registration of personal information (including DEA numbers) may be required before reaching the website.
5. **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.

F. E-mail Alert Advertisement Requirements

E-mail alerts related to ASCO Publications may have text or HTML advertisements embedded in the e-mail. The word "Advertisement" must appear above or below the advertisement.

G. Digital Sponsorships

1. **Availability.** ASCO has a limited number of opportunities for sponsored sections on the *JCO website*, *JOP website*, the *JGO website*, the *JCO: Clinical Cancer Informatics website* (following launch), and the *JCO: Precision Oncology website* (following launch).
2. **Selection of Supporters.** ASCO may accept or reject supporters for sections on the *foregoing* websites in its sole discretion. When possible, ASCO will secure multiple supporters for a given sponsored section.
3. **Independence.** Advertisers that provide support for sections on the *foregoing* websites shall have no involvement in content selection or development for those sections.
4. **Acknowledgements.** 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.

H. Miscellaneous Terms

1. **Schedule:** New advertising inserts must be submitted 15 working days before the ad closing date for review by ASCO 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 ad closing date.
2. **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, and disallow placement of any additional advertisements until the payment obligation is met.

3. **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 Publication's rate card or with this Advertising Policy.
4. **Incidental Damages:** ASCO is not responsible for incidental or consequential damages for errors in displaying an ad or for failure to publish an ad. Should ASCO fail to publish an accepted ad for which an insertion order was received, ASCO will adjust the advertiser's or agency's account accordingly, and such adjustment shall be the advertiser's sole remedy.
5. **Indemnification.** In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless ASCO, its officers, directors, agents, volunteers, and employees against any and all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement or plagiarism.

Application:

Applies to ASCO and its affiliates

History:

Adopted by the ASCO Executive Committee on January 2008

Amended on March 21, 2013

Amended on April 16, 2014

Amended on May 18, 2016