



STFM Advertising Acceptance Guidelines

The Society of Teachers of Family Medicine accepts advertising for its scholarly journals, *Family Medicine* and *Peer-Reviewed Reports in Medical Education Research (PRiMER)*. These advertising principles are applied by the Society of Teachers of Family Medicine (STFM) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in the STFM print and digital publications. Advertising revenue is used to support the activities of STFM.

As a matter of policy, the STFM will sell advertising space in its publications when the inclusion of advertising does not interfere with the mission or objectives of STFM or its publications. To maintain the integrity of the STFM publications, advertising (ie, promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content. STFM publications' advertising sales representatives have no prior knowledge of specific editorial content before it is published. Placement of advertising adjacent to (ie, next to or within) editorial content on the same topic is prohibited.

Products or services eligible for advertising shall be germane to, effective in, and useful in

- the practice of medicine
- medical education
- health care delivery
- practice/medical office management

All advertisements are subject to review at any time by the STFM Communications Committee and publishing staff at STFM. However, below are the standard acceptance rules:

1. Advertisements are generally accepted from the following:
 - Family medicine departments/residency programs and family medicine organizations
 - Book and journal publishers
 - Software developers
 - Point-of-care resources
 - Electronic health record/electronic medical record companies
 - Employment opportunities
2. Advertisements may be accepted from the following:
 - CME Programs: Advertisements for Continuing Medical Education (CME) programs are not eligible unless the CME sponsor is accredited by the Accreditation Council of Continuing Medical Education and is an accredited medical school (or hospital affiliated with such a school), a state or county medical society, or national medical specialty society.
 - Practice Management Services: Advertisements from financial, human resource, strategic planning, or consulting services that relate to practice management may be eligible pending review of Better Business Bureau Rating.
 - Other products or services offered by responsible advertisers deemed of interest to STFM members, physicians, and/or other health professionals (ie, medical devices).

3. Approval of Advertising Support

Advertisements for these products or services will be reviewed by the STFM Communications Committee before acceptance. If the STFM Communications Committee has concerns/questions about acceptability, it will bring those in question to the STFM Executive Committee.

4. Advertising for the following categories is not accepted:

- Alcohol
- Tobacco
- Weapons, firearms, ammunition
- Fireworks
- Gambling and lottery
- Pornography or related themes
- Political and religious advertisements
- Advertisements that claim to have a “miracle” cure or method
- Advertisements that make unsubstantiated health claims for the products advertised

The published advertising acceptance policies are not exhaustive and are subject to change without notice.