



## **American College of Chest Physicians Advertising Policy**

*(revised November 5, 2021)*

The Board of Regents of the American College of Chest Physicians (CHEST) adopted a policy entitled "[Guiding Principles for Interactions with Commercial Entities](#)" to help ensure the independence of CHEST's educational, scientific, and charitable activities and to address and minimize actual or perceived conflicts of interest in CHEST's interactions with commercial entities.

The "Guiding Principles" document governs CHEST's acceptance of commercial support while maintaining independence and transparency in nine key areas of operation: (1) Charitable Contributions, (2) Educational Grants, (3) Exhibits, (4) Clinical Practice Guideline Development, **(5) Advertising**, (6) Licensing, (7) Continuing Medical Education, (8) Government Grants, and (9) Foundation Support.

This Advertising Policy extends the Guiding Principles with the intent of ensuring adherence to the highest ethical standards of commercial support and to determine the eligibility of products and services for advertising in CHEST print publications and digital products.

CHEST's Advertising Policy is as follows:

1. Acceptance of advertising is neither a guarantee nor an endorsement of any product or service by CHEST.
2. Advertising content must be easily distinguished from editorial content.
3. The fact that a product, service, or company has been advertised in a CHEST publication shall not be referred to in collateral advertising.
4. In accordance with ACCME regulations, advertisements—regardless of their content— may not be juxtaposed with, appear in line with, appear adjacent to, or be linked to continuing medical education content.
5. Advertising is subject to review, and CHEST reserves the right to refuse any advertising.
6. Advertising must comply with all applicable laws and regulations.
7. CHEST may, on a case-by-case basis, accept advertisements unrelated to medical products or the medical community (eg, automobiles, luxury goods).



8. CHEST will not accept advertisements for pharmaceuticals, biomaterials, or medical devices not cleared for marketing in the U.S. by the Food and Drug Administration (FDA).
9. Tobacco products, alcoholic beverages, and recreational drugs may not be advertised.
10. Advertisements for dietary supplements and vitamin preparations are not eligible unless the safety and efficacy of the product have been reviewed and approved by the FDA.
11. CHEST does not accept content intended to mimic journal articles or other CHEST editorial content.
12. Advertisements cannot include reference to CHEST publications, products, or programs, except for call outs to booths in a physical or online CHEST exhibit hall.
13. Sponsored content must contain the label "Advertising Feature" at both the top and bottom of print pages in a font size at least one-half the largest font size used in the content. In electronic formats, sponsored content must be easily distinguishable from non-sponsored content in color, font, layout, or other prominent ways.
14. CHEST does not accept the placement of notices related to class action lawsuits.
15. All online advertisements and sponsored content will be clearly marked as advertisements by including the word "advertisement".
16. In online advertising, roadblocks (or takeovers), in which a single advertising campaign is the only brand on a page or website, are prohibited, except when there are two or fewer advertising positions on a page.
17. CHEST will not accept advertisements that, in the sole opinion of CHEST, make unsubstantiated claims of therapeutic benefit for a particular product(s). CHEST may require an advertiser to provide valid, reliable scientific data to support any claims made in an advertisement.
18. CHEST reserves the right to reject any advertisement or sponsored content that it deems unacceptable.