

ADVERTISING BOD Y03-06-15-34 [Amended BOD Y03-05-13-37; BOD 03-97-22-55; BOD 03-90-30-111; BOD 03-82-22-84; BOD 11-80-16-67; Initial BOD 11-78-36-104] [Policy]

Educational and informational materials are disseminated to members of the American Physical Therapy Association (APTA) and others in the health care field through the publication of *Physical Therapy*, the official journal of APTA, and other national publications both in print and electronically. These materials may include advertising.

All advertising appearing in APTA publications shall be in keeping with the ethical standards and policies of the Association. The Director of Publications shall approve all advertising placed in APTA publications.

APTA shall have the right to approve or deny all advertising prior to publication. Products, services, and companies eligible for advertising in APTA publications shall be germane to the practice of physical therapy or the purposes of the Association. The appearance in APTA publications of advertisements for products, services, or companies shall not be construed as an endorsement of those products, services, or companies by the Association. Evaluations of advertising copy will not be based on tests conducted by the American Physical Therapy Association or any of its components.

APTA may decide that certain products, services, or companies are not eligible for advertising in national APTA publications if advertisements for these specific products, services, or companies in other media consistently or significantly depart from Association standards. The fact that an advertisement of a product, service, or company has appeared in an APTA publication shall not be referred to in collateral advertising without specific written authorization of APTA. The fact that an advertisement has appeared previously in an APTA publication shall not preclude the Association from denying placement of that advertisement in the future.

Advertisements must clearly identify the advertiser and the product or service being offered. The layout, artwork, and format must be such as to avoid confusion with the editorial content of the publication. APTA may, at its sole discretion, include the word "Advertisement" prominently on advertisements that might be confused with editorial pages.

Comparisons with, or disparagements of, a named competitor's product, service or company will not be accepted.

Sensational language, such as the extravagant use of superlatives or punctuation marks, will not be accepted.

Advertisements that use sexually provocative language or illustration will not be accepted.

Quotations or excerpts of published articles and references are eligible only if they accurately reflect the meaning intended by the author. Claims made within quotations must conform to the same standards as unquoted claims. Complete reference information must be included in the advertisement when a study is cited, a quotation is used, or terms such as "effective" or "proven" are used.

(Publications Department, ext 3194)

Explanation of Reference Numbers:

BOD P00-00-00-00 stands for Board of Directors/month/year/page/vote in the Board of Directors Minutes; the "P" indicates that it is a position (see below). For example, BOD P11-97-06-18 means that this position can be found in the November 1997 Board of Directors minutes on Page 6 and that it was Vote 18.

P: Position | S: Standard | G: Guideline | Y: Policy | R: Procedure