

Effective Date: August 1989
Revised: December 2001, May 2002, September 2002, January 2011

POLICY:

The Academy of Nutrition and Dietetics accepts commercial advertising for its periodicals, Web site, some special-purpose publications and other forms of communication.

GUIDELINES:

1. The Academy reserves the right to review all proposed advertising copy and to refuse to accept any copy that does not conform to Academy policy or its philosophy.
2. Statements in advertising copy should be ethical and carry no direct or implied disparagement of another product. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
3. Advertisements shall comply with the laws and regulations of the United States and the State of Illinois.
4. Acceptance of advertising does not represent an Academy endorsement of the advertiser, product or service.
5. The Academy of Nutrition and Dietetics shall take reasonable steps to ensure that the acceptance and placement of advertising does not undermine the Academy's reputation for scientific and editorial integrity.

PROCEDURES:

1. Advertising copy will be reviewed for acceptance by the Academy's Knowledge Center, which may call upon other staff or member resources as deemed appropriate.
 - a. The Knowledge Center reviews proposed advertising copy, graphics and layout to make sure that it conforms to the Academy's advertising policy and to any

editorial guidelines and policies specific to the particular publication, medium or piece of communication in which the ad would appear.

- b. As appropriate and necessary, the Knowledge Center consults with other staff areas that may have special knowledge of relevant issues with regard to the proposed advertisement. If there are significant differences of opinion with regard to the ad's acceptability, the matter will be brought before the staff Executive Team and the CEO for resolution.
 - c. The Knowledge Center may reject the advertisement, may require changes to the ad before approving it or may approve it as it is.
 - d. For each ad that is approved, the Knowledge Center will specify whether there are limitations on its placement within the medium where it will appear. Advertising may not be placed where the juxtaposition of advertising and editorial material may give the impression that the Academy's positions on professional or scientific matters has been developed in conjunction with the advertiser.
2. Statements of properties, performance, nutrient values, beneficial results, or other product claims should be such that they can be verified by adequate peer-reviewed, scientific data available in the literature or submitted from a reputable laboratory.
3. Nutrient and health claims should be consistent with Federal regulations governing food labeling and advertising.
4. If the advertiser elects to include the nutritional value of a product, it should be stated per serving or per day as actual nutritional content, percent DRI (Daily Reference Intake) or percent daily value.
5. Advertisements for special nutritional products and modified foods must include a list of ingredients and the quantitative nutritional analysis of the product or must offer to supply this information on request.
6. Layout, artwork and format shall be such as to avoid possible confusion with editorial content. The word "advertisement" may be required at the discretion of the Academy.
7. To be consistent with general Academy style, the spelling with a "t" ("dietitian") should be used in all advertising copy rather than the "c" spelling ("dietician").
8. An advertiser may not misrepresent the advertising relationship with the Academy of Nutrition and Dietetics as an endorsement by the Academy. Advertisers may not use their collateral marketing materials to publicize that their advertisements have appeared in an Academy publication or on the Academy's Web site.

9. Surveys must be pre-approved; results shared with the Academy; and results may not be used in advertising, press releases or external communications, results are for internal use only (added January 2011).
10. DPGs shall follow the Academy's advertising procedures.
11. An advertisement on the Academy's Web site or scan codes (eg, QR codes) within an ad may contain one or more embedded direct links to pages on the advertiser's Web site or product information. The Academy reserves the right to review and approve this information.
12. The Academy of Nutrition and Dietetics' logo may not appear on an advertiser's Web site without prior written approval from the Academy. However, advertisers may use links to send their Web site users to the Academy's Web site for information.

SPECIAL PROCEDURES FOR THE *JOURNAL OF THE ACADEMY OF NUTRITON AND DIETETICS*

1. Advertising that relates to articles in a particular issue of the *Journal* should not be placed in proximity to those articles, either in the body of the *Journal* or next to the article summary in the Table of Contents or in any other way that would suggest preferential editorial treatment or allow readers to infer a connection between the advertising and a particular article.
 2. The *Journal* editorial staff is responsible for undertaking a final review of each issue's advertising layout to ensure that the above provision is not violated.
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