



ENTITY	NUMBER
American Heart Association	
MANUAL	EFFECTIVE DATE
Policy and Procedure – Professional Heart Daily	MONTH 2018
SUBJECT	REVISED
Advertising – Professional Heart Daily website and related digital assets (electronic or mobile applications and newsletters) targeting AHA professionals	

1.0 PURPOSE

These policies were developed by the American Heart Association (AHA)'s Professional Heart Daily staff and approved by the AHA (as represented by the Chief Science and Medical Officer, SVP of Science Operations, and AHA Legal staff). They define the eligibility of products and services for advertising on Professional Heart Daily, the Science News newsletter, and any digital, electronic, or mobile application of Professional Heart Daily scientific material derived from this content (hereinafter: the digital properties for professionals). These principles were established to ensure adherence to the highest ethical standards.

2.0 REQUIREMENTS

The following principles are applied by the AHA in determining the eligibility of products and services for advertising on the digital properties for professionals.

2.1 GENERAL

The AHA or its authorized agents will sell advertising space in its digital properties for professionals when, in the determination of the AHA, the inclusion of the advertisement does not interfere with the purpose of those properties and the advertisement is not adverse to the AHA's policies, standards, positions, or principles. Advertisements for a specific product or service will not be placed next to content referencing that product or service. Placement of advertising adjacent to content on the same topic is prohibited. Advertisers identified as attempting to coordinate their advertisement placement, as demonstrated by the last-minute exchange of one advertisement for another, may be restricted from advertising on Professional Heart Daily.

The amount of advertising space available in the AHA's several digital properties for professionals is variable and is offered at the AHA's sole discretion. Decisions to permit an advertisement are made independently of and without information pertinent to specific science content. Advertising sales representatives of the AHA have no prior knowledge of specific science content.

- 2.1.1 Products must conform to commonly accepted standards when available. They must be in accordance with all applicable federal and state laws, and they must meet applicable Food and Drug Administration (FDA) regulations and Federal Trade Commission (FTC) requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility. Statements about and illustrations of all products must be in accordance with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage or draw comparisons to a competitor's product, and must not make unsupported claims. Vague statements or endorsements by individuals are unacceptable. Because dietary supplements are not regulated by the FDA, advertisements for these products will not be considered.
- 2.1.2 The appearance of an advertisement in any of the AHA's several digital properties for professionals is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. A disclaimer to this effect must be accessible from a link appearing over the top of each advertisement in Professional Heart Daily. The link text used will be "Advertisement." The link will open to a disclaimer that says, "The appearance of an advertisement on an AHA Professional Heart Daily website is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser." A similarly worded and positioned disclaimer must accompany advertisements in other AHA digital properties for professionals. Companies may not refer to an appearance of an advertisement for their product in any of the AHA's digital properties for professionals in any other advertising or promotion. The AHA's name and all AHA-registered service marks may not be used in any advertisement, in either AHA or other publications, without prior approval. Any advertisement that cites AHA content (statements and guidelines, statistics) will be sent to AHA science review.
- 2.1.3 Advertisers and advertising agencies must agree to protect and indemnify the AHA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair trade practice; infringement of trademarks, trade names, patents, copyrights, or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to the AHA and accepted for publication in its digital properties for professionals.
- 2.1.4 AHA may enter into reciprocal advertising agreements if these agreements result in an equitable exchange of value for both parties. The AHA will not provide exclusivity in advertising for any product category or service.

2.2 PLACEMENT REQUIREMENTS

Advertisements will appear exclusively in the right or left margins of existing Professional Heart Daily pages or in bottom page banners. Requests to add additional wells may be considered to accommodate advertisements, provided the materials comply fully with all requirements of this policy, but such requests require the approval of the SVP Science Operations and Digital Operations Director.

2.2.1 Placement of advertising in other digital properties for AHA professionals will occur in similar positions within those properties and will follow the same rules as outlined here for the Professional Heart Daily website.

2.2.2 Placement of all advertising will be subject to the AHA's approval as to the advertiser, the product(s) or service(s) and the copy; the AHA entities required for such approval are the Legal, Corporate Communications and Science Departments. All advertising copy provided for approval must be sent to the AHA Digital Operations Director or Professional Heart Daily Managing Editor, who are responsible for ensuring the approval of the Legal, Corporate Communications and Science Departments and who can refuse any advertisement. Resolution of any conflicts regarding inclusion of advertising will involve these individuals as well as the SVP, Science Operations, Chief Science and Medical Officer, and AHA Legal Staff. The AHA can reject any advertising without explanation, appeal or arbitration, and these restrictions will always apply:

2.2.1.1 The AHA will not accept advertisements from companies owned by tobacco companies, their parent company, or subsidiaries. "Parent" and "subsidiary" are defined as an entity in which there exists a 5% or greater ownership by, or of, a tobacco company.

2.2.1.2 Advertisements for alcoholic beverages, tobacco, candy and sugar-sweetened beverages will not be accepted.

2.2.1.3 Political advertisements will not be accepted, nor will advertising that positions in a negative light any race, ethnicity, gender, sexual orientation, religion or political affiliation. Advertising that is seen as a public service announcement may be rejected and is subject to science review and approval.

2.3 ADVERTISING COPY

Advertising copy must meet these requirements:

2.3.1 Clearly identify the advertiser and product or service being offered.

2.3.2 Not be placed with a layout, artwork or format designed so the advertisement can be confused with AHA content. (As stated in Section 2.1.2 of this policy, the word "Advertisement" will be required at the top of the advertisement and will provide a link to the AHA digital advertising disclaimer.)

2.3.3 Not be deceptive or misleading either by affirmative statement or omission and follow applicable rules on required disclosures of relevant information, including but not limited to medication side effects.

2.3.4 Not violate the Principles of Medical Ethics of the American Medical Association or be otherwise unacceptable to the AHA. (Complete scientific and technical data concerning the product's safety, operation, and usefulness may be required. The data may be either published or unpublished, but the source must be specifically noted ("unpublished data" is not enough). Samples of the apparatus, device, equipment, or instrument must not be submitted.)

2.3.5 Not imply AHA approval or endorsement without the AHA's advance review and approval. (A reference number citation must be included with the sentence. Then, a footnote containing the referenced AHA scientific statement/guideline must be included with the advertisement. The footnote would look like the sample note below.)

Reference: 1. Jauch EC, Cucchiara B, Adeoye O, et al. Part 11: adult stroke. 2010 American Heart Association guidelines for cardiopulmonary resuscitation and emergency cardiovascular care. *Circulation*. 2010;122(18 suppl 3):S818-828.

3.0 **EXTERNAL LINKS AND CONTENT**

3.1 The following applies to external links:

3.1.1 Advertisements may link off-site to a commercial Website, provided the viewer is clearly informed (by expected Web behavior of online advertisements or by informational text) that (s)he is being taken to another Website. Links to an external website must abide by a two-click rule. The first link (first click) goes to a "jump page" that explains the relationship between AHA and the other party and provides a link (second click) to the advertiser's targeted page.

3.1.2 A statement saying that the AHA does not vouch for or assume any responsibility for any material contained on the Website to which it links is accessible from the Professional Heart Daily Website and can be viewed [here](#). All of the policies presented in that statement apply to Professional Heart Daily and related digital properties with one exception: For the two-click rule, the link on the jump page can go to any page the advertiser specifies (not limited to a general homepage and not excluding information about specific products or services) if the content follows relevant policies.

3.1.3 The AHA will not link to Websites that frame the AHA Professional Heart Daily Website content without express permission of the AHA; prevent the viewer from returning to the AHA Professional Heart Daily Website or other previously viewed screens, such as by disabling the viewer's "back" button; redirect the viewer to a Website the viewer did not intend to visit; or that do not otherwise follow AHA policies. The AHA reserves the right to not link to or to remove links to other Websites.

3.2 The following applies to external content:

3.2.1 AHA and Professional Heart Daily logos or trademarks may not appear on commercial Websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within the AHA.

3.2.2 The AHA will conduct science and legal review of the digital advertisement and the main page to which the electronic advertisement links. Review policies, as in section 2.2.2, also apply (i.e., if the AHA content is cited on the main Web page, then the Web page will receive an AHA science review). Provided all relevant policies specified in this document are followed, further review usually should not be warranted.

4.0 **DIGITAL SPONSORSHIP**

4.1 All financial or material support for digital collections of articles, AHA Professional Heart Daily Website content, and other types of online products (e.g., derivative products and collections, online databases, or material in digital apps) will be acknowledged and clearly indicated on the home screen or via a link from the home screen. Content accessed via Professional Heart Daily website that does not reside there (e.g., abstracts or articles from another website) will not include sponsorship information. Other acknowledgments and disclosures may be required, if deemed necessary by Professional Heart Daily staff leaders. These acknowledgments will not make any claim for any supporting company product(s). The AHA will determine the final wording and positioning of the acknowledgment. It may be similar to: "Produced by [content owner] with support from [Company]."

4.2 The home page acknowledgment of digital products may be linked to an on-site "About [Company]" page or may link to the company's Website. The "About [Company]" page may be linked to other on-site pages provided by the supporting company, provided these pages are readily distinguishable or clearly labeled as provided by the supporting company and not be linked to related AHA content.

4.3 The AHA and Professional Heart Daily logos and other AHA registered trademarks and logos may not appear on the sponsoring company Website as a logo or in any other form without prior written approval.