

Approved: Board of Directors – 5/2/2009

Electronic Advertising

The American Academy of Dermatology (AAD) welcomes advertising as an important means of keeping readers informed of new and better dermatology-related products and services. The Academy accepts electronic advertising within the *Journal of the American Academy of Dermatology* Web site (eblue.org), as well as within its electronic publications.

Acceptance

For complete information about AAD advertising acceptance, see the AAD Advertising Standards.

Requirements

Electronic advertisements must:

1. be approved by the Academy's Advertising Review Team, in accordance with the procedures set forth in the AAD Advertising Standards, before they can appear within the e-publications.
2. be clearly distinguishable from editorial content. Electronic publications are designed to label all advertisements with the word —advertisement.
3. be in the format of banner ads. The following types of electronic advertising are prohibited: pop-ups, scrollovers, corner peels, crawls, and floating ads. In addition, animation, video, and audio in electronic publications advertisements is prohibited.
4. be placed at random. Advertisements will not appear adjacent to relevant editorial except by chance. Advertisements may not appear adjacent to articles that award AMA Category 1 Credits.
5. not collect any personal information from any user, except with the user's knowledge and permission and only after giving the user substantive information about the uses to which the information will be put. Cookies, applets and other such files are prohibited if those files transmit any personally identifiable information to the advertisers or agencies without the user's knowledge and permission.
6. disclose the full rules for any market research or promotion associated with an advertisement. This information must be displayed in the advertisement or available via a hyperlink.

Electronic advertising revenue is used to support the activities of the American Academy of Dermatology.