

# Policy on Advertising

Principles: Product-promotion materials or product-specific advertisements of any type are prohibited in or during CME activities. Promotional activities must be kept separate from CME.

1. *Printed CME activities:* Advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. SCS 4.2

Information required to be communicated before an activity (e.g., disclosure information, disclosure of commercial support, objectives), CME content (e.g., articles, lectures, handouts, and slide copies), content-specific post-tests, and education evaluation are all elements of a journal-based CME activity. These elements shall not contain advertising, trade names, or product group messages [ACCME Policy]

2. *Computer-based CME Activities:* Advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer “windows” or screens of the CME content. (See Policy on the Internet.) SCS 4.2
3. *Audio and video recorded CME activities:* Advertisements and promotional materials will not be included within the CME. There will be no “commercial breaks”. SCS 4.2
4. *Live, face-to-face CME Activities:* Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of commercial interests to engage in sales or promotional activities while in the space or place of the CME activity. SCS 4.2
5. Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name, or a product-group message. SCS 4.3
6. Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement. SCS 4.4