

# NYS DJ

## Advertising Standards

*The New York State Dental Journal* welcomes advertising as an important means of keeping the dentist informed about new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information.

The publication of an advertisement is not to be construed as an endorsement or approval by *The New York State Dental Journal* or its publisher, the New York State Dental Association, of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted.

As a matter of policy, *The New York State Dental Journal* will sell advertising space when the inclusion of advertising material does not interfere with the purpose of the publication. *The NYSDJ* reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.

### GENERAL REQUIREMENTS

- 1.** All advertisements submitted for display in *The New York State Dental Journal* are subject to review by staff and its advisors.
- 2.** Advertisements must not be deceptive or misleading. The advertiser and the product or service being offered should be clearly identified in the advertisement.
- 3.** Products or services eligible for advertising in *The New York State Dental Journal* must be germane to and effective and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising in *The NYSDJ*.
- 4.** Advertisements will not be accepted if they conflict with or appear to violate New York State Dental Association policy, the NYSDA Code of Ethics or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature.
- 5.** Alcoholic beverages and tobacco products are not eligible for advertising.
- 6.** Books related to the practice of dentistry are eligible for advertising. Appropriate books of interest to dentists and their families as consumers are eligible for advertising in *The New York State Dental Journal*.
- 7.** *The New York State Dental Journal* reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with New York State Dental Association policy, or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial venture other than the American Dental Association, NYSDA or a NYSDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and educational materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
- 8.** Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.