Advertising policy

1. Editorial decisions will not be influenced by current or potential sponsors and advertisers, and will not be influenced by marketing decisions. The Editor-in-Chief reserves the right to decline any advertisement for whatever reason. Specifically, *Drugs in Context* will not accept advertisements for products or services known to be harmful to health (e.g. tobacco and alcohol products) or advertising involving content of a personal, racial, ethnic, sexual orientation, or religious nature. Existing advertisement may be withdrawn from the journal website at any time at the discretion of the Editor-in-Chief or Publisher.
2. Advertisements must not be deceptive or misleading, and any claims must be verifiable. Advertising campaigns relating to specific treatment of drugs should encourage correct and rational use.
3. Advertisements and editorial content must be clearly distinguishable. The publication of ‘Advertorial’ content is not permitted in *Drugs in Context*.
4. Treatment-specific or drug-specific advertising campaigns must comply with the relevant European and UK legislation that regulates advertising. Information regarding the latest legislation, as well as good practice guidelines, can be found on the MHRA website. The targeting of any treatment-specific or drug-specific campaign to a specific article(s) or element(s) of content relating to the products(s) being advertised is not allowed. For the avoidance of doubt, this includes the incorporation of links or references relating to journal content within an advertisement.
5. All advertisers of therapeutic agents must make available the marketing authorization and summary of product characteristics when submitting their advertisement to *Drugs in Context*.
6. Proprietary drug advertisements must include the full generic name of each active ingredient.
7. Every page or view of an advertisement for a prescription-only medicine should be clearly labeled as intended for health professionals.

**Advertising complaints policy**

Please send any complaints about advertising to: advertising@bioexcelpublishing