

Advertise with Us

Online advertising is only featured within certain sections of the Journal of Global Drug Policy and Practice website. Advertisers who want to advertise with us must ensure their ads meet the Journal of Global Drug Policy and Practice principles for advertising. Advertising generates revenue that helps continue the Journal's ability to provide our readers with the highest-quality of information.

Placing an Ad on the Journal of Global Drug Policy's Website

For information, ad rates, and inquiries about advertising on the Journal's website, please send an email to advertising@dfaf.org.

Advertising information and policies

Format

Ads on the Journal's website conform with standard sizes suggested by the webmaster. We accept ads that appear as a banner at the top of specified pages, and on the lower right side bar as square advertisements.

Audience

Ads appearing on the Journal's website are directed toward physicians and substance abuse treatment professionals. Some pages on the website have been identified as not appropriate for commercial ads. On those pages we feature only The Journal's products and services.

No pharmaceutical advertisements that are directly targeting patients will be accepted on the Journal's website.

Privacy

Online advertisements on the Journal's website do not collect personally identifiable information about individual visitors. The Journal does collect non-medical aggregate data on visitors, such as time of day and Web browser type. Such information may be shared with advertisers to determine their advertising effectiveness.

Advertisers

The Journal website may contain advertisements of third parties. The inclusion of advertisements on the Journal website does not imply endorsement of the advertised products or services by The Journal of Global Drug Policy and Practice or affiliate organizations. The Journal or affiliate organizations shall not be responsible for any loss or damage of any kind incurred as a result of the presence of such advertisements on the Journal or affiliation websites. Further, the Journal or affiliate organizations shall not be responsible or liable for the statements or conduct of any third party advertisers appearing on these websites. Advertisers shall be solely responsible for any correspondence or transactions they have with any third party advertisers.

Links to Third Party Websites

The Journal website may provide links (including any link through an on-line banner advertisement) to other sites on the Internet for the convenience of advertisers. These other sites are maintained by third parties over which the Journal exercises no control. The appearance of any such third party links is not intended to endorse any particular company or product. If you decide to access any of the third party sites linked to the Journal website, you do so entirely at your own risk.

Advertising Principles

These principles are applied by the Journal of Global Drug Policy and Practice to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising on the Journal website.

The appearance of advertising on the Journal website is neither a guarantee nor an endorsement by the Journal of Global Drug Policy and Practice of the product, service, or company or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared on the Journal website shall not be referred to in collateral advertising.

As a matter of policy, the Journal will sell advertising space on its website when the inclusion of advertising does not interfere with the mission or objectives of the Journal or its publications.

To maintain the integrity of the Journal of Global Drug Policy and Practice website, advertising (i.e., promotional material, advertising representatives, companies, or manufacturers) cannot influence editorial decisions or editorial content. Decisions to sell advertising space are made independently of and without information pertinent to specific editorial content.

The Journal of Global Drug Policy and Practice, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

Advertising

1. Digital advertising may be placed on the Journal of Global Drug Policy and Practice website.
2. Digital advertisements must be readily distinguishable from editorial content. The word "advertisement" must be placed adjacent to the advertising image.
3. Digital advertisements may appear as fixed banners or as animated advertisements.
4. Digital advertisements that are fixed in relation to the viewer's screen or that rotate should be placed to ensure that juxtaposition will not occur as screen content changes.
5. Digital banner advertisements should be limited to no more than 2 advertisements per screen view.
6. The Journal of Global Drug Policy and Practice's logo may not appear on commercial websites as a logo or in any other form without prior written approval by the editor-in-chief.

7. Advertisements may link to additional promotional content that resides on the Journal website.
8. Advertisements may link off-site to a commercial website, provided that the viewer is clearly informed by the word "advertisement" adjacent to the image or link.
9. The Journal will not link to Web sites that frame the Journal website content without express permission of the Journal of Global Drug Policy and Practice; prevent the viewer from returning to the Journal website or other previously viewed screens, such as by disabling the viewer's "back" button; or redirect the viewer to a website the viewer did not intend to visit.
10. The Journal of Global Drug Policy and Practice reserves the right to not link to or to remove links to other websites.